TearSheet

June 1996

Ready-made layouts are now available on CD-ROM!

See Desktop Design for details...

Case Histories

Jill Trythall

Creative Services Designer
Florida Today
Gannett Plaza
Melbourne, FL 32936

Half-page black and white newspaper ad for an upscale boutique features sophisticated sunbather from May 93 *Print Media Service*, page 2. Trythall said that the advertisers were very pleased with the ad and its results.

Sandpiper's Summer Sale
Starts Today ... Doors Open at 10 am!
Choose from the Largest Selection Anywhere! Styles that Compliment any Size or Shape!
All 93 SWIMSUITS ARE 1/3 OFF!
Roxanne • DeWeese • Jag
LaBlanca • Robby Len
Jantzen • Sirena
• Bill Blass
Special Group of Swimsuits only $15.00
Sizes 6 -20
30-70% OFF Summer Sportswear $5 & $10 Racks
Sandpiper Sale
418 5th Ave., • 5th Ave. Plaza
Indialantic, Florida
MasterCard
VISA
DISCOVER
Sandpiper
Swim and Sportswear
676-3092

Case Histories

Scott McCall
Creative Services Manager
Harte-Hanks/Shopper's Guide
1302 Ave. T
Grand Prairie, TX 75050

Big, beefy burger from April 94 *Print Media Service*, page 20, rendered in realistic style, holds coupons in attention-getting ad from Beefers. Now that's a hamburger with everything!

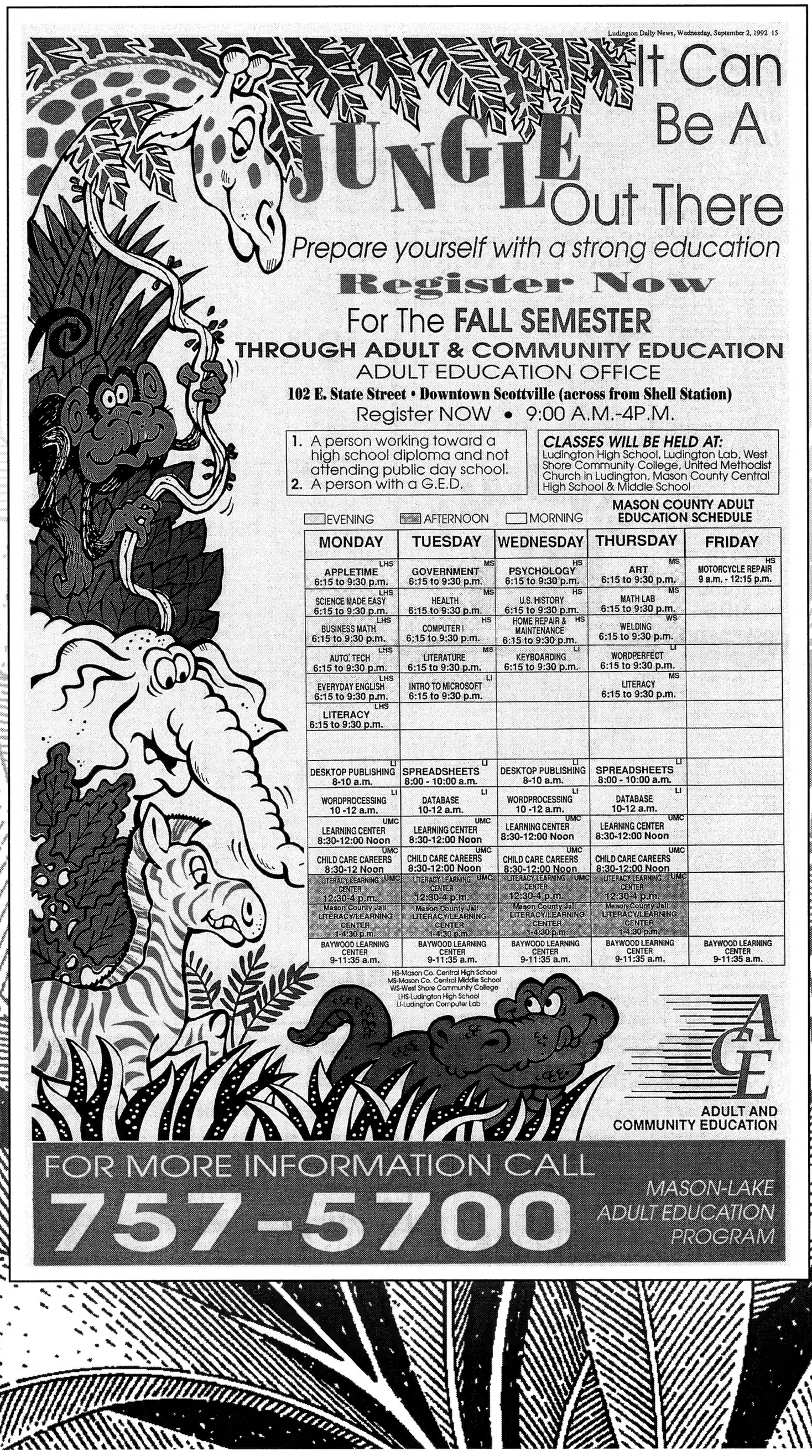
Beefers
Breakfast N' Burgers
16 METROPLEX LOCATIONS TO SERVE YOU! • PHONE IN ORDERS WELCOME!
7401 GRAPEVINE HWY. • N.RICHLAND HILLS
(817) 428-1228
5309 COLLEYVILLE BLVD. • COLLEYVILLE
(817) 656-8288
BREAKFAST SPECIAL
Two Egg Combinations
Toast & Jelly
Choice of Bacon, Sausage or Ham
$2.19
One Coupon Per Customer • Exp. 00/00/94
Beefer Burger with Cheese
Served with Large Order of French Fries & 20 oz. Drink
only...
$3.19
One Coupon Per Customer • Exp. 00/00/94
Beefer Burger
.99¢
One Coupon Per Customer • Exp. 00/00/94
DINNER SPECIAL
Single Chicken Fried Steak, With Choice Of French Fries or Mashed Potatoes & Gravy, Lettuce & Tomato Salad with 1000 Island Dressing and Texas Toast
$2.99
One Coupon Per Customer • Exp. 00/00/94
hi i'm sandy

Case Histories

Christi Virgo

Graphic Artist
Ludington Daily News
202 N. Rath
Ludington, MI 49431

Not-very-scary animal border from August 92 *Print Media Service*, page 18, helps to announce that it's time to register for the new fall semester. And the designer's use of orange and green really makes the ad jump off the page.


Ludington Daily News, Wednesday, September 2, 1992 15
JUNGLE
It Can Be A Out There
Prepare yourself with a strong education
Register Now
For The FALL SEMESTER
THROUGH ADULT & COMMUNITY EDUCATION
ADULT EDUCATION OFFICE
102 E. State Street • Downtown Scottville (across from Shell Station)
Register NOW • 9:00 A.M.-4P.M.
1. A person working toward a high school diploma and not attending public day school.
2. A person with a G.E.D.
CLASSES WILL BE HELD AT:
Ludington High School, Ludington Lab, West Shore Community College, United Methodist Church in Ludington, Mason County Central High School & Middle School
MASON COUNTY ADULT EDUCATION SCHEDULE
EVENING AFTERNOON MORNING
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
APPLETIME LHS 6:15 to 9:30 p.m.
GOVERNMENT MS 6:15 to 9:30 p.m.
PSYCHOLOGY HS 6:15 to 9:30 p.m.
ART MS 6:15 to 9:30 p.m.
MOTORCYCLE REPAIR HS 9 a.m. - 12:15 p.m.
SCIENCE MADE EASY LHS 6:15 to 9:30 p.m.
HEALTH MS 6:15 to 9:30 p.m.
U.S. HISTORY HS 6:15 to 9:30 p.m.
MATH LAB MS 6:15 to 9:30 p.m.
BUSINESS MATH LHS 6:15 to 9:30 p.m.
COMPUTER I HS 6:15 to 9:30 p.m.
HOME REPAIR & MAINTENANCE HS 6:15 to 9:30 p.m.
WELDING WS 6:15 to 9:30 p.m.
AUTO TECH LHS 6:15 to 9:30 p.m.
LITERATURE MS 6:15 to 9:30 p.m.
KEYBOARDING LI 6:15 to 9:30 p.m.
WORDPERFECT LI 6:15 to 9:30 p.m.
EVERYDAY ENGLISH LHS 6:15 to 9:30 p.m.
INTRO TO MICROSOFT LI 6:15 to 9:30 p.m.
LITERACY MS 6:15 to 9:30 p.m.
LITERACY LHS 6:15 to 9:30 p.m.
DESKTOP PUBLISHING LI 8-10 a.m.
SPREADSHEETS LI 8:00 - 10:00 a.m.
DESKTOP PUBLISHING LI 8-10 a.m.
SPREADSHEETS LI 8:00 - 10:00 a.m.
WORDPROCESSING LI 10 -12 a.m.
DATABASE LI 10-12 a.m.
WORDPROCESSING LI 10 -12 a.m.
DATABASE LI 10-12 a.m.
LEARNING CENTER UMC 8:30-12:00 Noon
LEARNING CENTER UMC 8:30-12:00 Noon
LEARNING CENTER UMC 8:30-12:00 Noon
LEARNING CENTER UMC 8:30-12:00 Noon
CHILD CARE CAREERS UMC 8:30-12 Noon
CHILD CARE CAREERS UMC 8:30-12:00 Noon
CHILD CARE CAREERS UMC 8:30-12:00 Noon
CHILD CARE CAREERS UMC 8:30-12:00 Noon
LITERACY LEARNING CENTER UMC 12:30-4 p.m.
LITERACY LEARNING CENTER UMC 12:30-4 p.m.
LITERACY LEARNING CENTER UMC 12:30-4 p.m.
LITERACY LEARNING CENTER UMC 12:30-4 p.m.
Mason County Jail LITERACY/LEARNING CENTER 1-4:30 p.m.
Mason County Jail LITERACY/LEARNING CENTER 1-4:30 p.m.
Mason County Jail LITERACY/LEARNING CENTER 1-4:30 p.m.
Mason County Jail LITERACY/LEARNING CENTER 1-4:30 p.m.
BAYWOOD LEARNING CENTER 9-11:35 a.m.
BAYWOOD LEARNING CENTER 9-11:35 a.m.
BAYWOOD LEARNING CENTER 9-11:35 a.m.
BAYWOOD LEARNING CENTER 9-11:35 a.m.
BAYWOOD LEARNING CENTER 9-11:35 a.m.
HS-Mason Co. Central High School
MS-Mason Co. Central Middle School
WS-West Shore Community College
LHS-Ludington High School
LI-Ludington Computer Lab
ADULT AND COMMUNITY EDUCATION
FOR MORE INFORMATION CALL
757-5700
MASON-LAKE ADULT EDUCATION PROGRAM

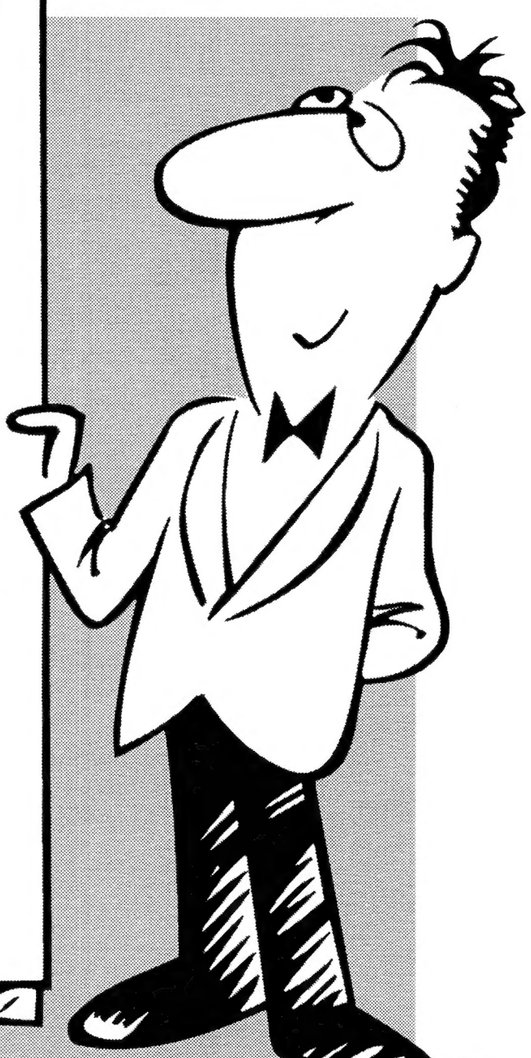
Case Histories

Sharie Walter

Graphic Designer
North County Times
1722 SO. Coast Highway
Oceanside, CA 92054

Spec ads done for a local eatery were created with the hamburger, fries, and soft drink mortices from May 95 *Print Media Service*, page 21, and the "2 For 1 Specials" lettering from page 22 of the same issue. These fun-shaped coupons are sure to get a good response!

2 1 FOR SPECIALS
Buy 1 Grand Slamburger at reg. price and get 1 free!
Offer good on Grand Slam only. Good thru 00-00-00. Available at Oceanside location only.
ORIGINAL HAMBURGER STAND
3661 MISSION BLVD.
OCEANSIDE •555-1234



2 1 FOR SPECIALS
Buy 1 Super Fries and get 1 free!
Offer good on family size only. Good thru 00-00-00. Available at Oceanside location only.
ORIGINAL HAMBURGER STAND
3661 MISSION BLVD. • OCEANSIDE • 555-1234

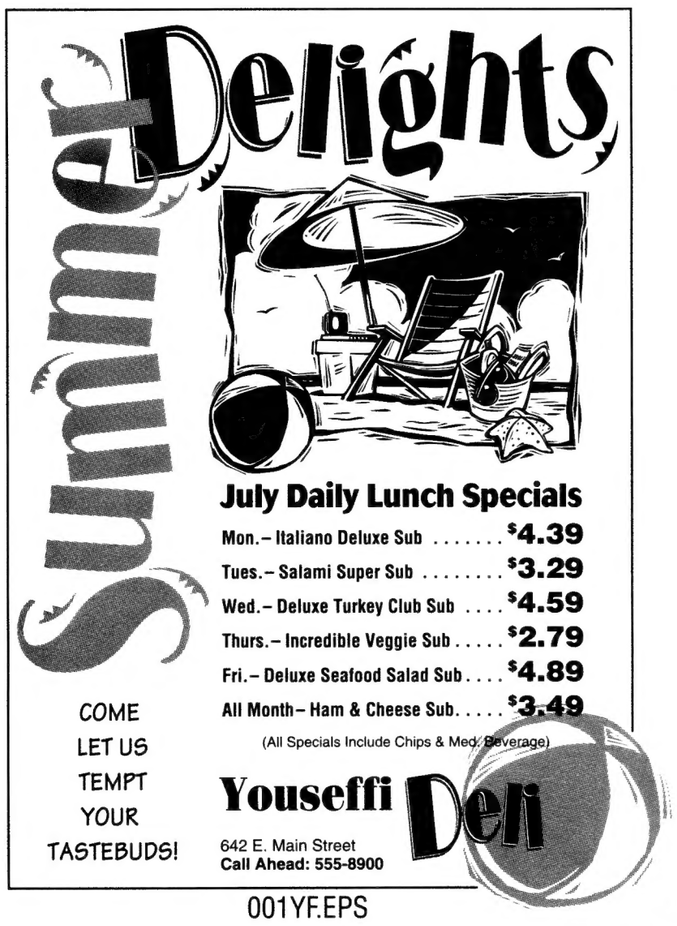
2 1 FOR SPECIALS
Buy 1 Super Slurper and get 1 free!
Offer good on 24 oz. size only. Good thru 00-00-00. Available at Oceanside location only.
ORIGINAL HAMBURGER STAND
3661 MISSION BLVD.
OCEANSIDE • 555-1234

Case Histories

Gary Hixson

Art Director
Tribune-Review Publishing Co.
Cabin Hill Drive
Greensburg, PA 15601

Baseball art from June 91 *Print Media Service*, page 8, is a big hit on rack card used to promote the sports department on newspaper's vending machines. Printed in black, blue, red-brown, and yellow-tan on white poster board and varnished for weather protection.


Summer Delights
July Daily Lunch Specials
Mon.– Italiano Deluxe Sub $4.39
Tues.– Salami Super Sub $3.29
Wed.– Deluxe Turkey Club Sub $4.59
Thurs.– Incredible Veggie Sub $2.79
Fri.– Deluxe Seafood Salad Sub $4.89
All Month– Ham & Cheese Sub. $3.49
(All Specials Include Chips & Med. Beverage)
COME LET US TEMPT YOUR TASTEBUDS!
Youseffi Deli
642 E. Main Street
Call Ahead: 555-8900

001YF.EPS

June 1996

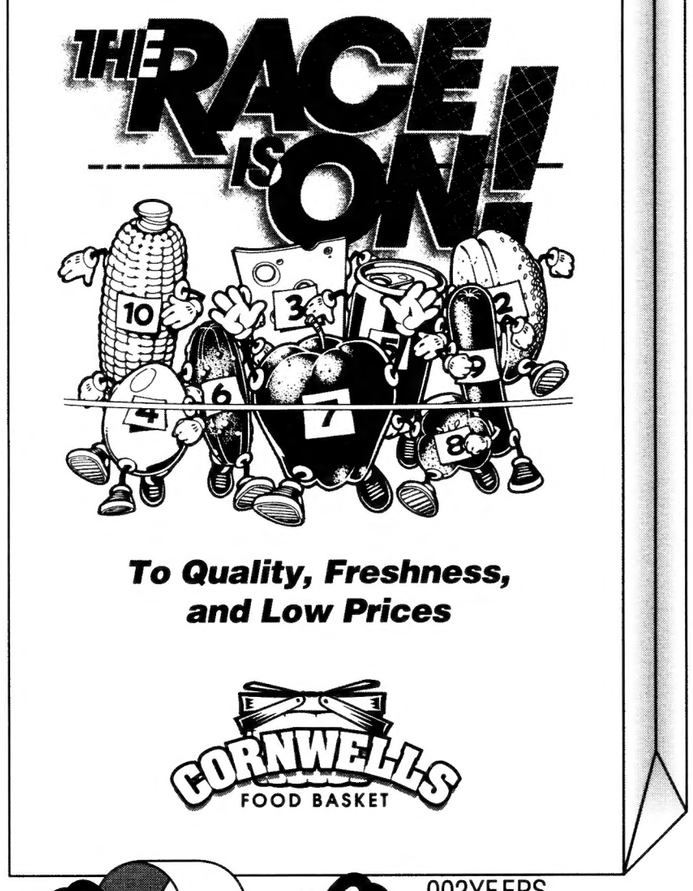
Each month, we will explore a different creative exercise, designed to take you beyond the obvious and help stretch your imagination. The raw materials for this feature are anything ever published in *Print Media Service*, all of which – as a subscriber – you have access to through *Art On Demand*.

Any questions or suggestions regarding this feature? Phone us at 309-687-0239, or FAX us at 309-688-8828.

the Idea File

Yummy *Print Media Service* Food Art!

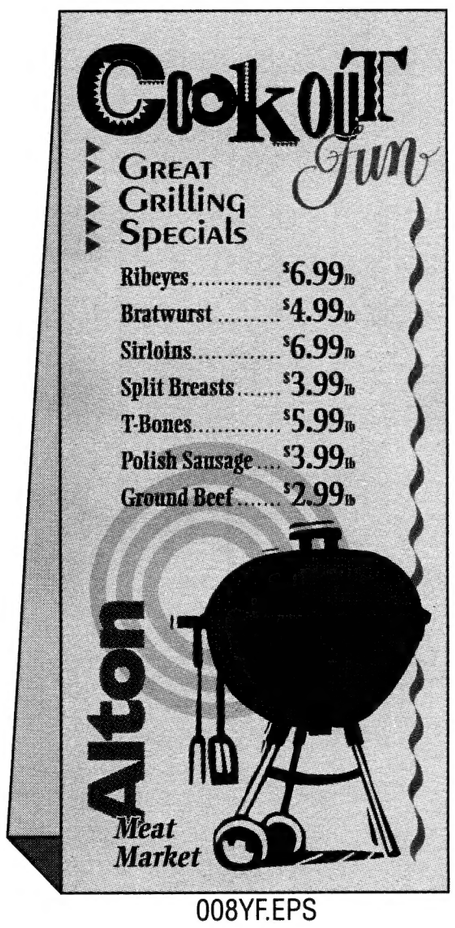
Food, fabulous food! There's plenty of food-related art in a variety of art styles in the pages of *Print Media Service*. Whether you want cartoon-style food art, illustrations of people with food, or the realistic food art that's featured on page 23 of every *Print Media Service* issue, you can find just what you're looking for. A good place to start looking is under the heading "Food" in your *Print Media Service Cross Reference Index*.



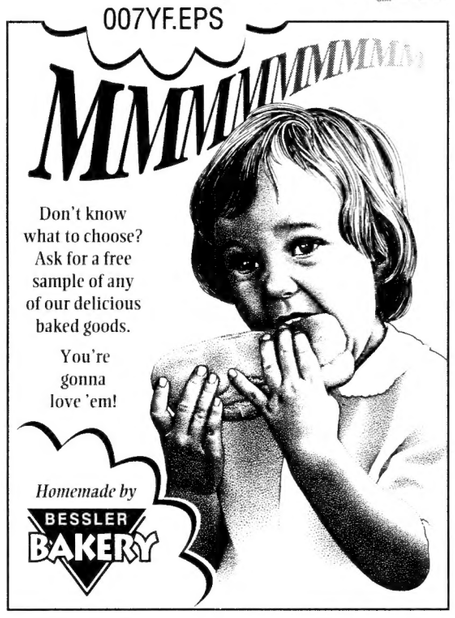
002YF.EPS

Above: Newspaper Ad
Summer beach scene from June 94 *Print Media Service*, p. 4, "Summer Delights" lettering from Aug. 93 *Print Media Service*, p. 20.

Left: Counter Tent
Kettle grill from June 95 *Print Media Service*, p. 8, "Cookout Fun" lettering from July 94 *Print Media Service*, p. 22.



008YF.EPS


MMMMMMMMM
Don't know what to choose? Ask for a free sample of any of our delicious baked goods.
You're gonna love 'em!
Homemade by BESSLER BAKERY

007YF.EPS

006YF.EPS

003YF.EPS

Above: Brown Bag
Racing food art from May 94 *Print Media Service*, p. 18, basket from June 95 *Print Media Service*, p. 10, and "The Race Is On" lettering from May 94 *Print Media Service*, p. 22.

Left: Shelf Tag
Running apple art from May 94 *Print Media Service*, p. 18.

Far Left: Cashier's Button
"The Race Is On" lettering from May 94 *Print Media Service*, p. 22.

Below: In-Store Sign
Racing food art from May 94 *Print Media Service*, p. 18, basket from June 95 *Print Media Service*, p. 10, "The Race Is On" lettering from May 94 *Print Media Service*, p. 22.

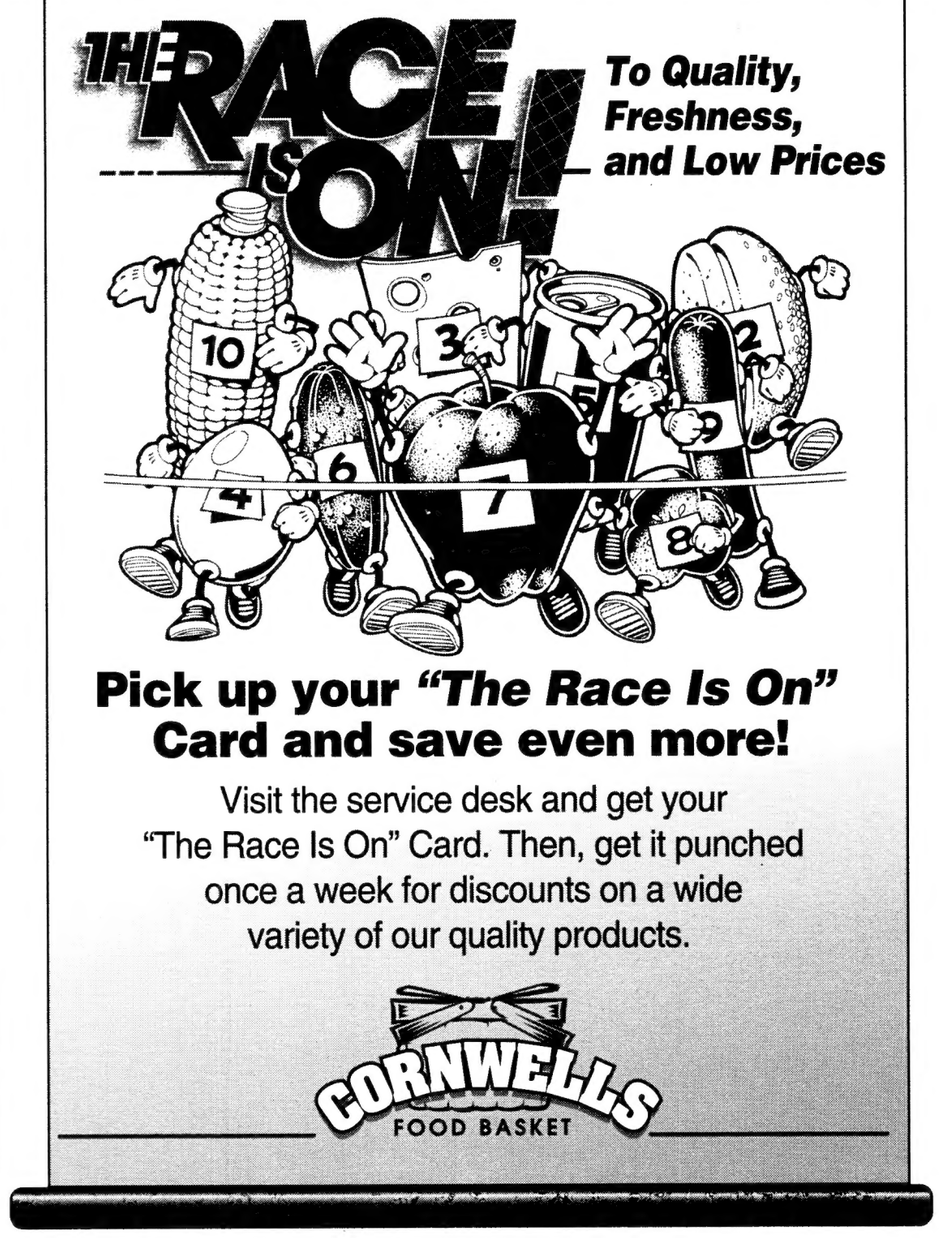
004YF.EPS

Above Right: In-Store Flyer
Girl eating bun from July 93 *Print Media Service*, p. 12, "Mmmmmmmm" lettering from July 95 *Print Media Service*, p. 24.

Right: Newspaper Ad
Picnic basket from June 95 *Print Media Service*, p. 10, green onions and celery from Sept. 94 *Print Media Service*, p. 23, strawberries and oranges from Mar. 95 *Print Media Service*, p. 23, and "The Race Is On" lettering from May 94 *Print Media Service*, p. 22.

THE RACE IS ON!
to Quality, Freshness, and Low Prices
Hurry In, Or You Might Miss Out On These Great Produce Values!
Green Onions 70¢lb
Celery $1.09 A Stalk
Avocados..... 99¢ea
Iceburg Lettuce $1.39ea
Tomatoes..... $1.49lb
Potatoes ..... 99¢lb
Broccoli $1.59ea
Cauliflower $1.59ea
Sweet Corn $1.09lb
Cabbage..... $1.29ea
Strawberries $1.89 A Pint
Oranges $1.19lb
CORNWELLS FOOD BASKET
5442 North McCluskey Avenue • 555-8608 • Open 24 Hours

005YF.EPS


THE RACE IS ON!
To Quality, Freshness, and Low Prices
Pick up your "The Race Is On" Card and save even more!
Visit the service desk and get your "The Race Is On" Card. Then, get it punched once a week for discounts on a wide variety of our quality products.
CORNWELLS FOOD BASKET

Inside Info:

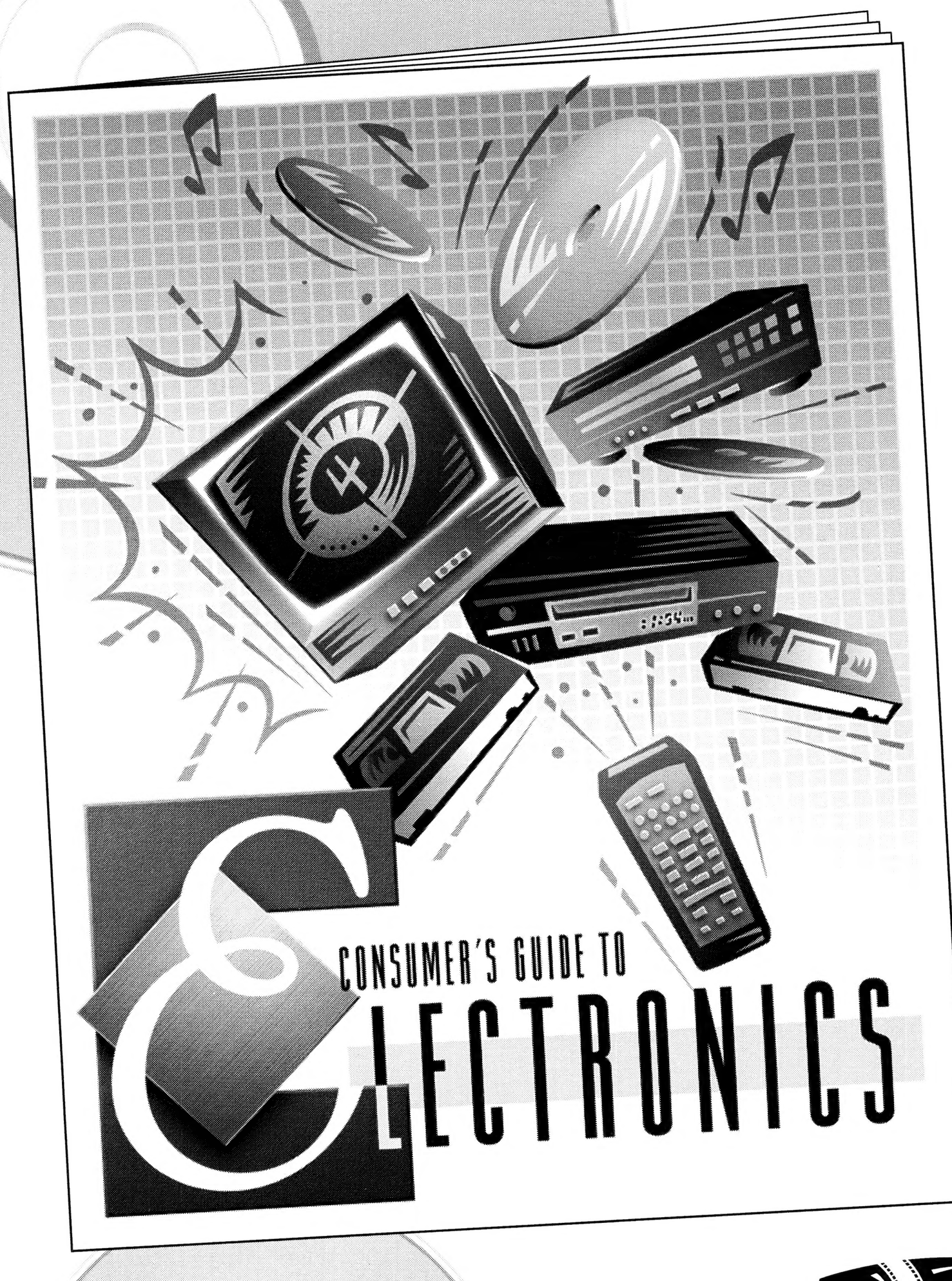
PMS Cover Story

Color and gradients were added to the suitcases from p. 2 (090F0696.EPS) in Adobe Illustrator™. The designer removed the original sticker from the larger suitcase then added two of his own containing the date and the type. The bi-plane accenting the larger sticker is from Oct. 95 *Clipper* (051-1095.EPS); the designer applied the Free Distort filter to the stickers to put them in the proper perspective. The background elements, from April 94 and May 95 *Print Media Service* (mountain: 097F0494.EPS; hut: 110F0494.EPS; plane: 090F0595.EPS), were filled with soft colors for a subtle look.

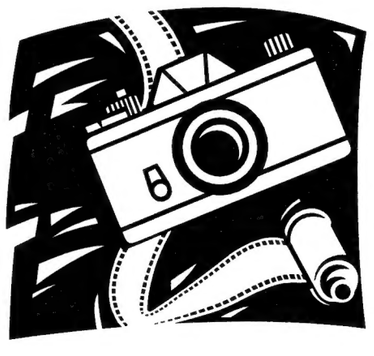
Trade Shows

There are no trade shows scheduled this month.

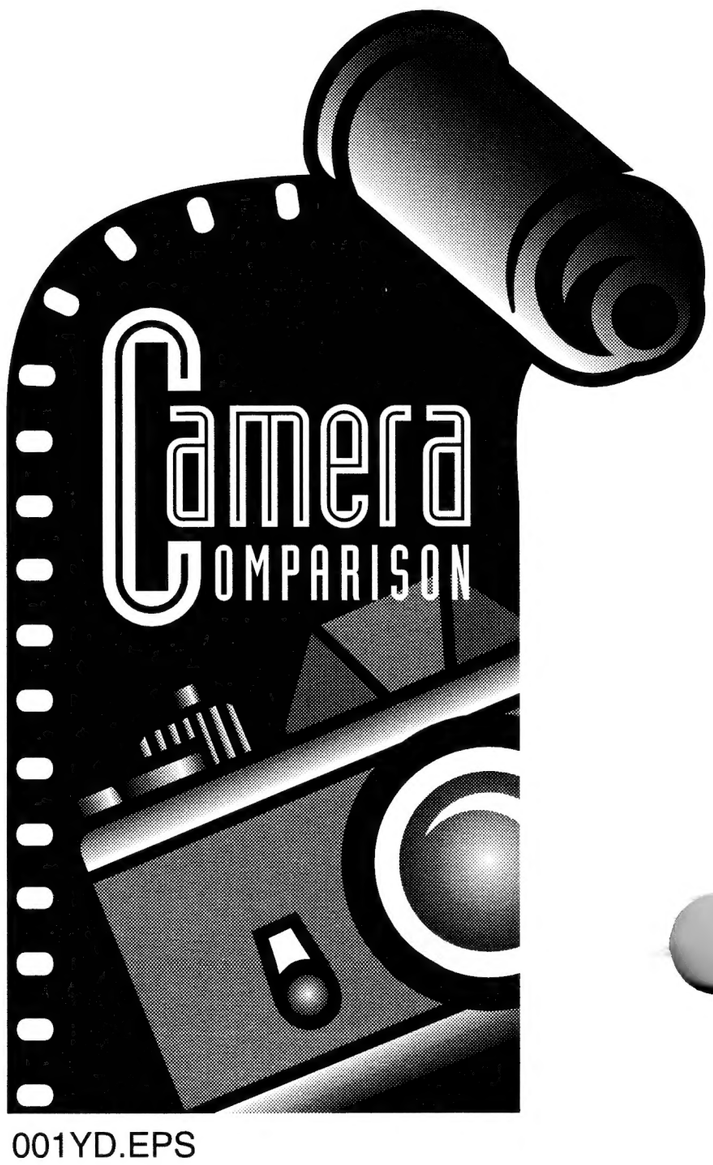
Ready-Made Tab Covers: Make your next special supplement a snap!



Newspaper supplements can provide a fresh audience for your advertisers, and they're a great way to reach specific groups like brides, seniors, parents, etc. And thanks to the special supplement art provided quarterly on your *EPMS* CD, it's easier than ever to put together a dynamite piece! The ready-made 10 x 13 cover and the versatile collection of themed images are designed to work together to support your editorial framework and advertising. Use of the same art style throughout the supplement adds continuity and gives you a professional look. Try to use the same art and type treatment on your call-to-advertisers and teaser ads, as shown in the examples on the following pages. Electronics tab cover: 105F0696.TIF; camera: 108F0696.EPS; software art: 111F0696.EPS; computer: 106F0696.EPS; entertainment center: 109F0696.EPS



The designer added customized gradients to the original art in a draw program and repositioned elements to create the editorial feature heading at right. The reversed type of the heading pops out of the background and attracts the eye.



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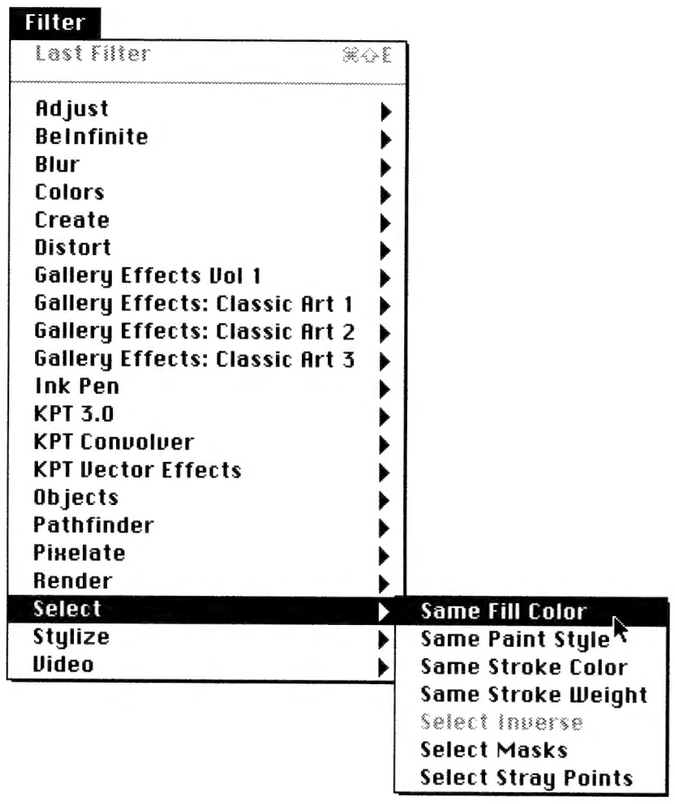
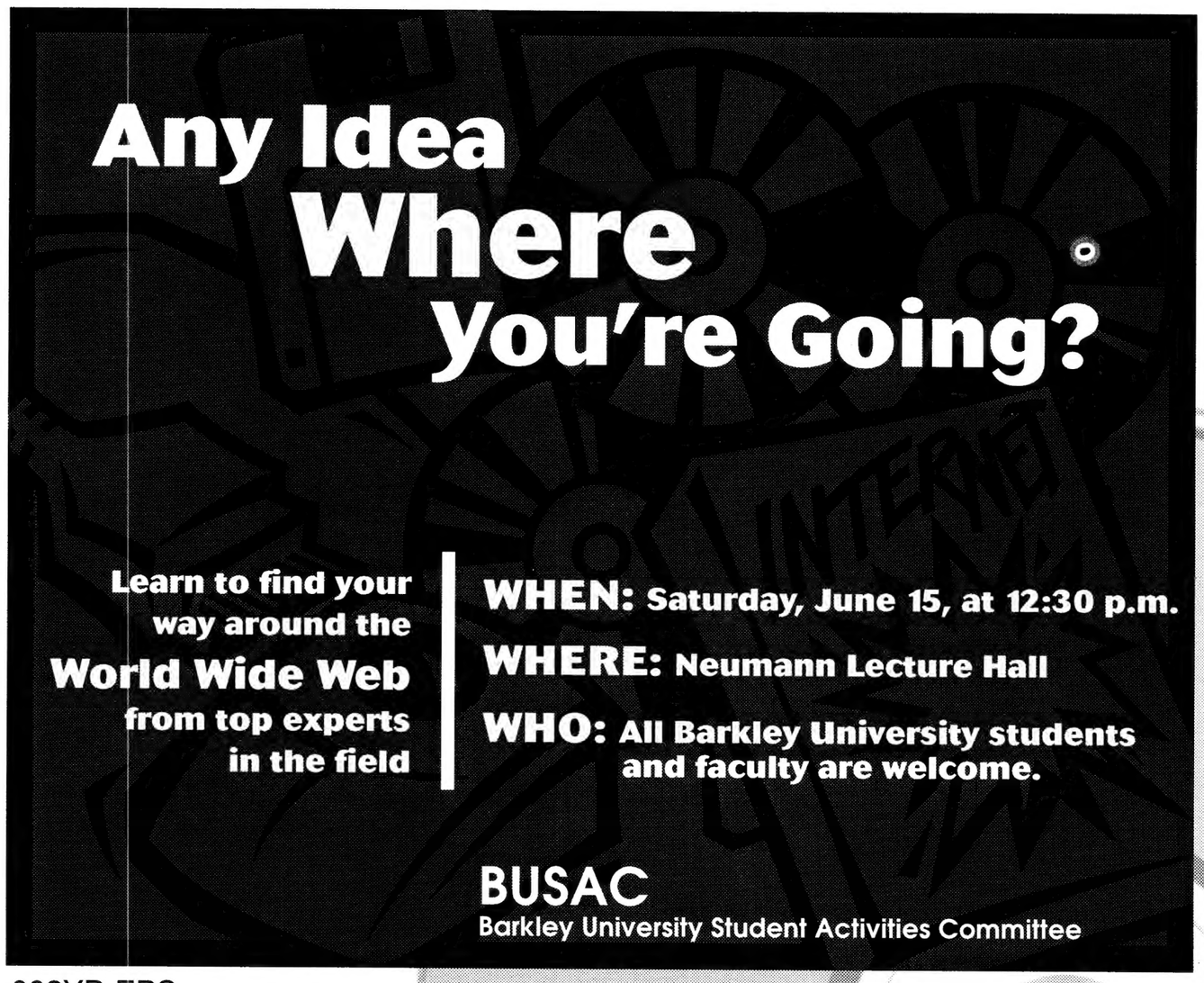
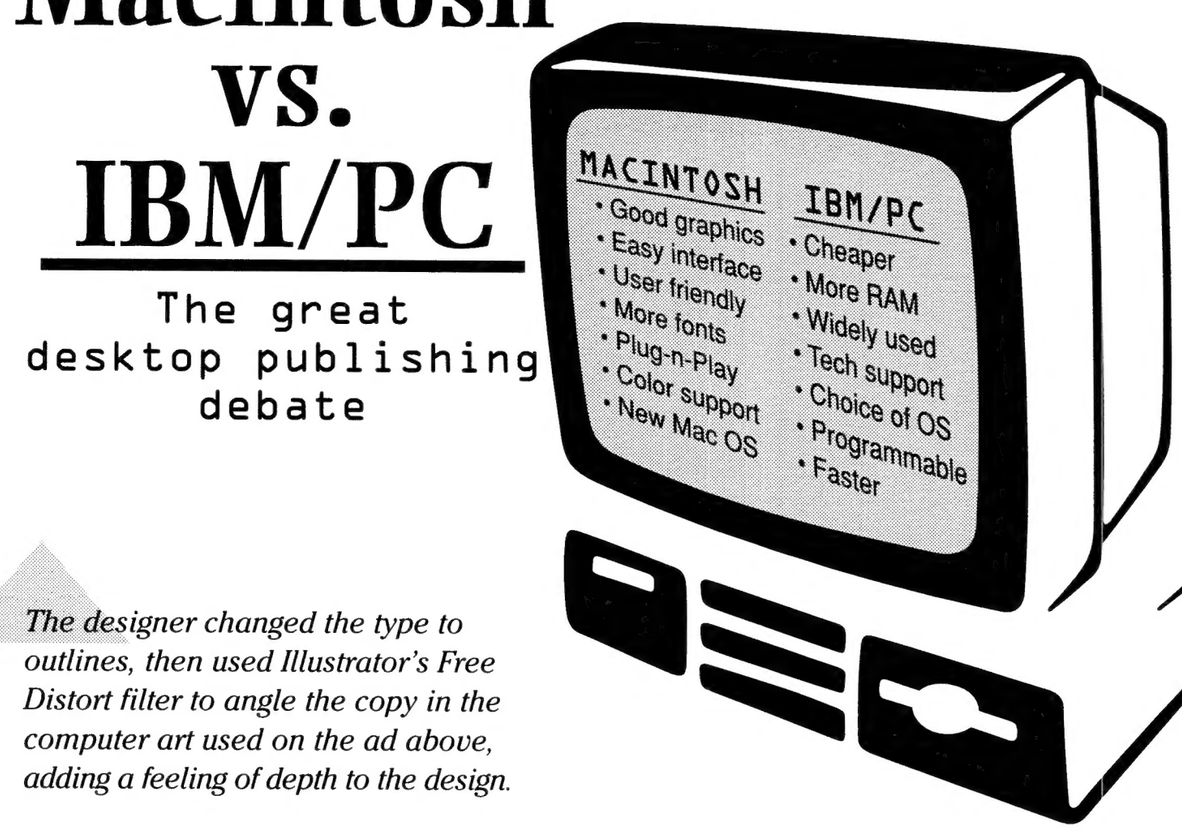


To get the dramatic background on the ad at right, the designer filled all the white areas of the original art with a dark gray in Illustrator. Select one white area, choose Filter, Select, Same Fill Color, as shown above, then change the fills.

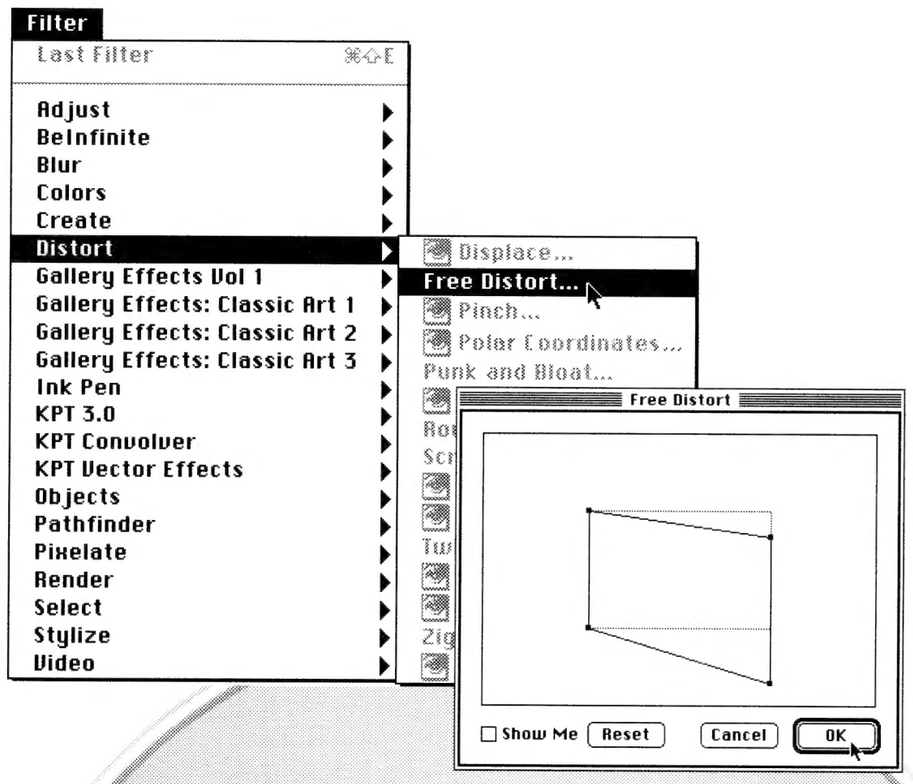

Any Idea Where You're Going?
Learn to find your way around the World Wide Web from top experts in the field
WHEN: Saturday, June 15, at 12:30 p.m.
WHERE: Neumann Lecture Hall
WHO: All Barkley University students and faculty are welcome.
BUSAC
Barkley University Student Activities Committee

002YD.EPS

A series of filled boxes anchors the art on the ad below. The design could easily be created in a page layout program, or you can use the ready-made layout provided.



The designer changed the type to outlines, then used Illustrator's Free Distort filter to angle the copy in the computer art used on the ad above, adding a feeling of depth to the design.



Get it Together
Why stand in line to pay too much to see a movie in a theater the size of a shoe box when you can watch it in the comfort of your own home theater. Get state-of-the-art TVs, VCRs, sound systems, stereo components, and speakers at the best prices in town!
Your Home Entertainment Center!
Wall-To-Wall
SOUND
EVERGREEN PLAINS MALL, UPPER LEVEL • 555-3353

003YD.EPS

Announce your intentions: With calls to advertisers

After you've decided on the theme for your supplement, you need to let readers and area businesses know about it! Send out a call to advertisers — it can be as elaborate or as simple as you like. If it's a big supplement that you do once a year, you can go all out with an impressive media kit. Or, settle on a simple, informative postcard (as shown on this page) for cost-conscious promotions.

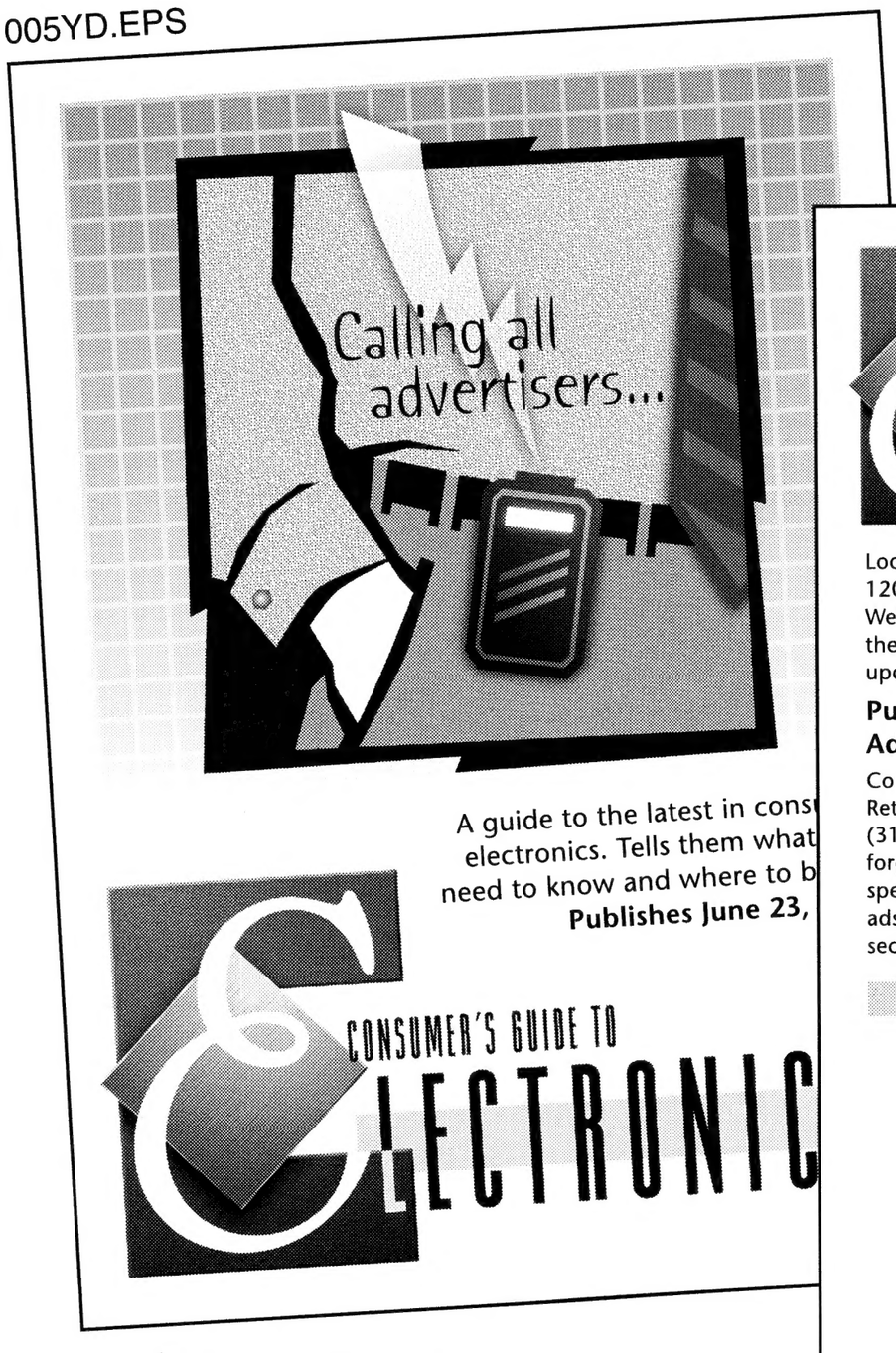
Continuity is key here. Use the same style of art and type on your promotional pieces as you'll use on the supplement cover to give advertisers an idea of what it will look like. Set the publishing date and the advertising deadline in a bold typeface, and include the phone number of your ad sales manager.

Run ads in the weeks leading up to publication to let your readers know what's coming, as shown on the ad at right. Joystick: 107F0696.EPS; beeper: 116F0696.EPS; cellular phone: 114F0696.EPS

004YD.EPS

Tired of battling for the best deals?
Looking for the lastest information and the best bargains on consumer electronics? Wondering where to go to get your TV or VCR repaired? Curious about the best home computer? Well look no further!
Check out the special electronics supplement this Sunday, June 23rd
You'll find in-depth articles covering the most recent technological advances. You'll find special offers and incentives from area merchants. And, best of all, you'll find it right in your Sunday Oakville Herald!
CONSUMER'S GUIDE TO
ELECTRONICS

005YD.EPS


Calling all advertisers...
A guide to the latest in cons
electronics. Tells them what
need to know and where to b
Publishes June 23,
CONSUMER'S GUIDE TO
ELECTRONIC

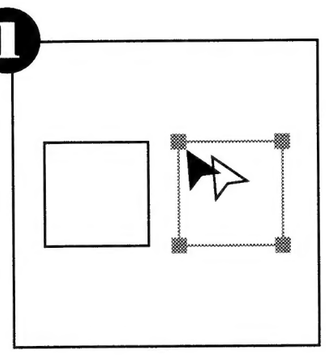
▲ Front of card

006YD.EPS

CONSUMER'S GUIDE TO
ELECTRONICS
Looking for an easy way to connect with over 120,000 readers in the greater Oakville area? We've made it easy for you to get in touch with these potential customers — advertise in our upcoming Consumer's Guide to Electronics!
Publishes: June 23, 1996
Advertising Deadline: May 7
Contact Jeanie Emerson, Retail Advertising Manager at (311) 555-5889 for details. Don't forget to ask about our color specials and discounts for full-page ads. Special Kwik Klip coupon section will be included.
The Oakville Herald • P.O. Box 5478, Oakville, GA 93653
Ms. Kelly Hoffman
Advertising Director
Heartland Communications
Douglas, GA 93655

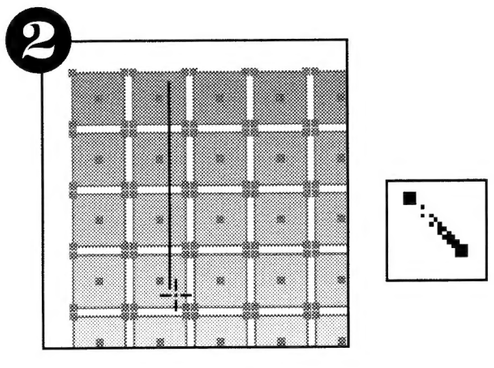
Back of card ▶

1



The designer created a texture in Illustrator similar to the tab cover background for the front of the postcard, far left. She drew a small box and repeated it (hold down command-option-shift and drag). She chose command-D (Duplicate) to create several rows of the boxes.

2



To make the blend run through all of the boxes, the designer used the gradient vector tool, shown above. She selected all, clicked with the vector tool, and dragged down. Then she drew a large box around the small boxes, filled it with a grad running the opposite way, and sent it to the back.

TYPE TALK

Don't break up: Keep your lines together!

Before you send out any project, check one last thing — the line breaks. Check all the type: the text, the headlines, the captions, the pull quotes, every single line. If you're working on an ad, it should only take a minute. If you're working on a newsletter or an annual report, it could take a while but it will be worth it. Attention to detail makes for a professional-looking final product.

What should you look for? Look for hyphens at the ends of lines, too many hyphens in a row, widows (one word left on its own line at the end of a paragraph), orphans (the last word of a paragraph on its own line at the beginning of the next column), or hyphenated words that break at the hyphen. Note: Wait to check final copy. It won't do you any good to check text that has yet to be edited.

Check headlines first. If the headline is hyphenated and won't fit on one line, go to two lines. Watch for one word left hanging on its own line; the headline will look bad and it may not make sense. If you can't fit the headline on one line or make it look right on two lines rewrite it.

Woman shoots man-eating bear

Headlines should never be hyphenated. To avoid this problem, try widening the column.

Woman shoots vicious man-eating bear

It may be necessary to reword your headline.

Next, check the main text. Carefully check every line of body copy. Watch for lines ending with hyphens (more than two in a row will look bad, as shown below). Also check for "trapped" space between words.

> Carefully check every line of body copy. Watch out for lines ending with hyphens (more than two in a row will appear unprofessional, and will make your final output unappealing, as you can see here). More than two hyphens appearing in rows of text gives a "ladder" effect to your type. You'll also want to check for "trapped" space between lines. Trapped space is a white gap left between two lines of type. See the trapped space in between this line of type and the type two lines above? Doesn't look very good does it? Careful checking will eliminate these problems.

Finally, check captions and pull quotes. These lines can usually be broken wherever appropriate. Remember to keep captions and quotes as short as possible for ease of reading.

To fix bad line breaks, explore the options available in your page layout programs. (Some draw programs have good type controls, but you usually have more options in page layout applications.) Can you widen or narrow the column a bit to reflow the text? Can you kern or track your headline or text to make it fit? Can you justify the headline or one line of text? (Remember, forced justification can be tricky, it takes work to make it look good.) Can you add a soft return (shift-return) to move type down to the next line?

If you're the writer or the editor for the project, you have another option. Change the text! Change the wording, eliminate type, rewrite the text or the headline. If you don't have editing authority, ask the writer for help.

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0196.TIF.

- 001A0196.TIF: The first 3 digits identify the number of each image on your CD.
- 001A0196.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.

F: freestanding art: an illustration or heading. Freestanding art varies in size.

S: small TIFF ready-to-go ad at 2 columns (4 1/4") wide.

L: large TIFF ready-to-go ad at 4 columns (8 5/8") wide.

G: EPS ready-to-go ad at 3 columns (6 7/16") wide.

P: grayscale photograph.

H: high-resolution photograph.

C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .

D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.

T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

- 001A0196.TIF: These digits identify the month and year of the issue.
- 001A0196.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.

GLOBE MAR 96 CLIPPER

WINE 'n' DINE

Take a once-in-a-lifetime vacation and stay in one of the most luxurious spas in the country!

Luxuria Health Spa Getaway Package

ONE WEEK SPA STAY only $599

Package includes airfare and accommodations for two, all spa services, all meals, and all gratuities.

WINN TRAVEL

555-4532

089Y-1.EPS

GLOBE MAR 95 CLIPPER

REST 'n' RELAX

Take a break from the stress of everyday life and treat yourself to an island adventure!

Tropical Paradise Vacation Package

WEEK-LONG CRUISE only $599

Includes airfare and accommodations for two, meals, gratuities, and all activities.

WINN TRAVEL

555-4532

091Y-1.EPS

GLOBE MAR 96 CLIPPER

FLY AWAY

Celebrate the beginning of your new life together with a totally carefree, all-inclusive vacation!

All-Inclusive Resort Honeymoon Package

THE CAYMAN ISLANDS only $599

Includes airfare and accommodations for two, all meals, gratuities, and activities. The only thing you pay for is souvenirs!

WINN TRAVEL

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The Gift That Lasts A Lifetime

086Y-1.EPS JEWELRY SYMBOL NOV 95 PRINT MEDIA SERVICE

A wedding band is the gift that says, "I love you now and forever!"

Choose from handcrafted wedding ring sets that are designed and created with you in mind.

Selected bands and bridal sets discounted up to 45%

Loran Jewelers

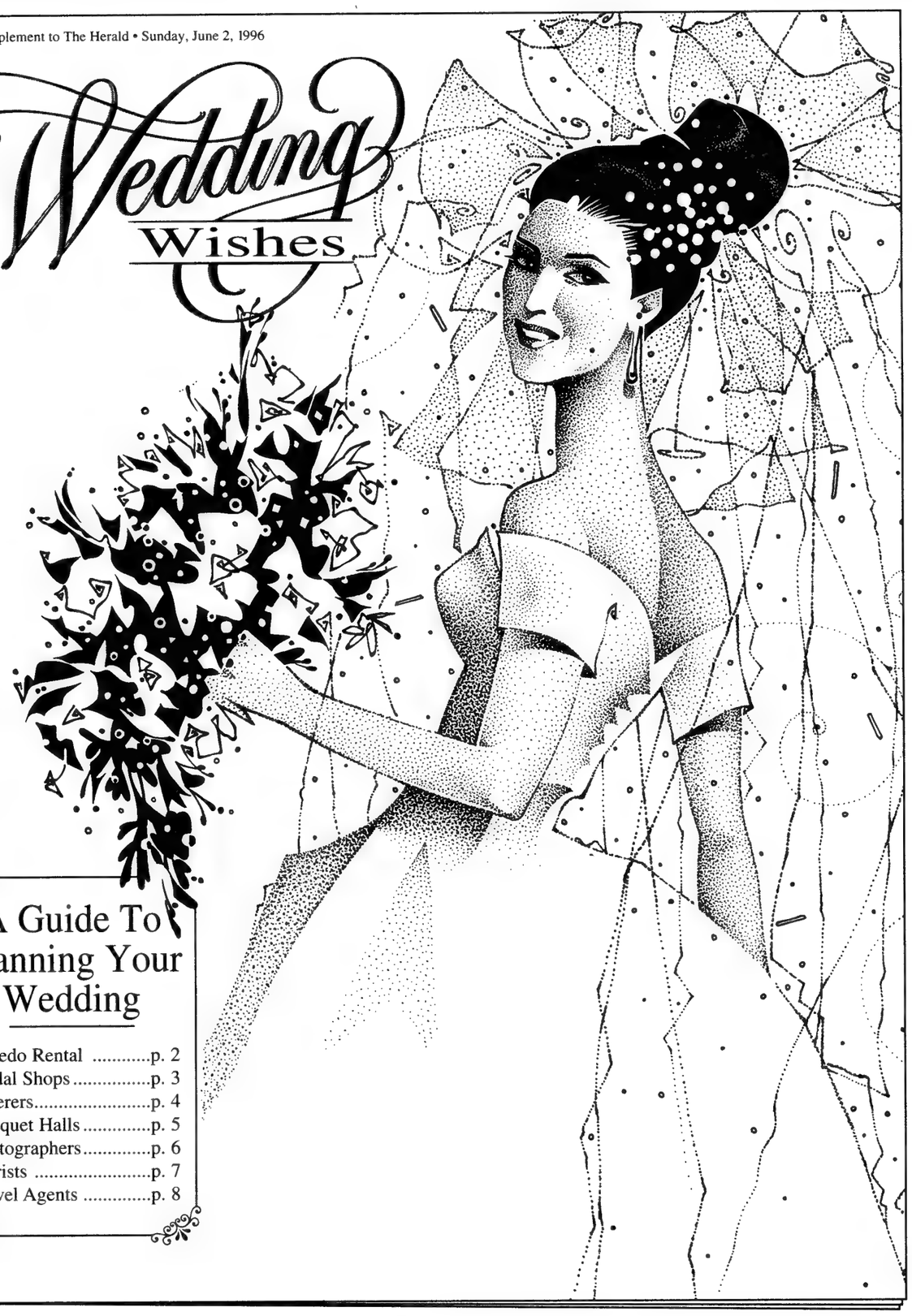
555-2314

Main Street Mall
Mezzanine Level

092Y-1.EPS HEADLINE JAN. 92 PRINT MEDIA SERVICE

Special Supplement to The Herald • Sunday, June 2, 1996

Wedding Wishes



A Guide To Planning Your Wedding

Tuxedo Rental .....p. 2
Bridal Shops.....p. 3
Caterers.....p. 4
Banquet Halls.....p. 5
Photographers.....p. 6
Florists .....p. 7
Travel Agents .....p. 8

092Y-2.EPS HEADLINE JAN. 96 PRINT MEDIA SERVICE

BORDER MAY 95 CLIPPER

Celebrate

in style with help from the experts in catering. Whether it's a wedding reception or a company dinner, we cater to any need.

Call now and save 25% on your entire party through the month of June.

555-4532
345 Main • M-S 10-9

Creative Catering

087Y-2.EPS BORDER MAR. 95 CLIPPER HEADLINE MAR. 96 PRINT MEDIA SERVICE BEE MAR. 95 CLIPPER

FOR THAT • *Special* SOMEONE

SAVE 20% ON ALL CUT FLOWERS AND FLOWERING PLANTS

WHETHER IT'S A BOUQUET FOR YOUR DINNER TABLE OR EVERYTHING FOR YOUR WEDDING DAY, WE'VE GOT WHAT YOU NEED AT GREAT LOW PRICES!

THE FLOWER POT

PH. 555-ROSE
235 DANINGTON PL.

087Y-3.EPS

The Perfect Wedding

Is the stress of planning your wedding threatening to ruin your special day?

Make sure your wedding day is perfect– let us do the work! We take care of everything from the bridal gown to the honeymoon so you can sit back, relax, and enjoy this memorable event.

For more information and a free estimate, call

Tessa Rae bridal consultants

2345 brandywine drive 555-6636

HEADLINE JAN. 96 PRINT MEDIA SERVICE BORDER NOV. 95 CLIPPER

087Y-1.EPS

Affordable *Elegance*

Looking for the perfect gift?

Get contemporary designs in housewares at prices that you can afford.

Willowbay Works CRYSTAL VASE	$34.99
Materialz Silver CANDLESTICK	$24.99
Design Werx DINNER PLATE	$14.99
Design Werx CHARGER	$12.99
Accents Decorative MIRROR	$24.99
Willowbay Works GOBLETS	$14.99
Willowbay Works MARTINI GLASS	$9.99

the connection

3345 Demuth Blv. • 555-GIFT

For The Bride

Present this ad and save $5.00 on a set of acrylic nails.

Salon Style
555-3241

231 Hampton Blvd.

086Y-2.EPS

092Y-3.EPS CAMERA JULY 93 CLIPPER

Picture PERFECT

Capturing Special Moments On Film Preserves A Lifetime Of Precious Memories

Wedding Packages
Starting As Low As
$399.00

Watson Photography

632 Detwin Dr. • 555-2456

088Y-1.EPS

Gift Certificate

To: Selective shoppers who are looking for the perfect gift.

For the amount of: $5.00 off any purchase of forty dollars or more. Present this certificate prior to making purchase.

From: Bridal Boutique

3251 Hanson Pl. • M–S 9–9 • 555-2354

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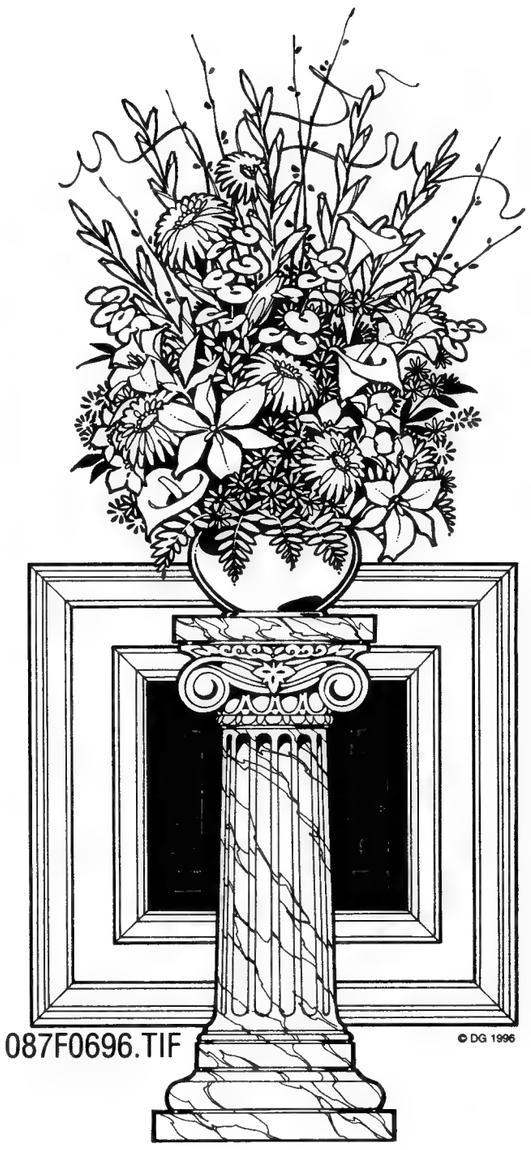

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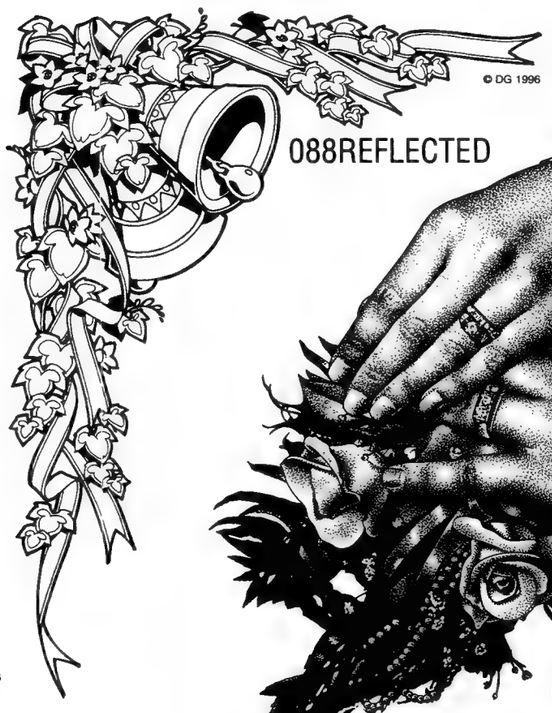

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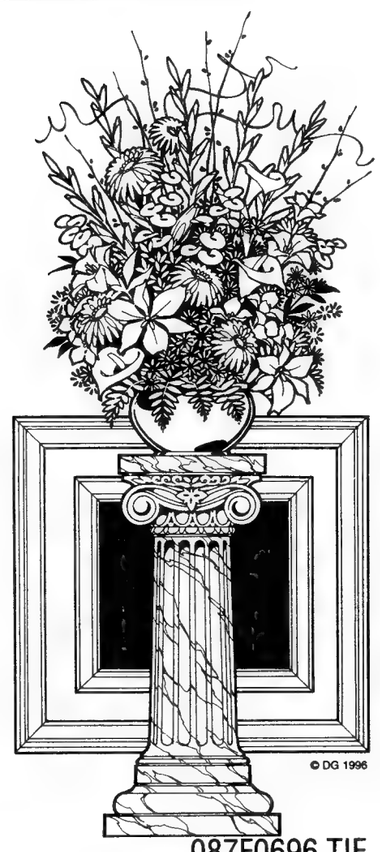

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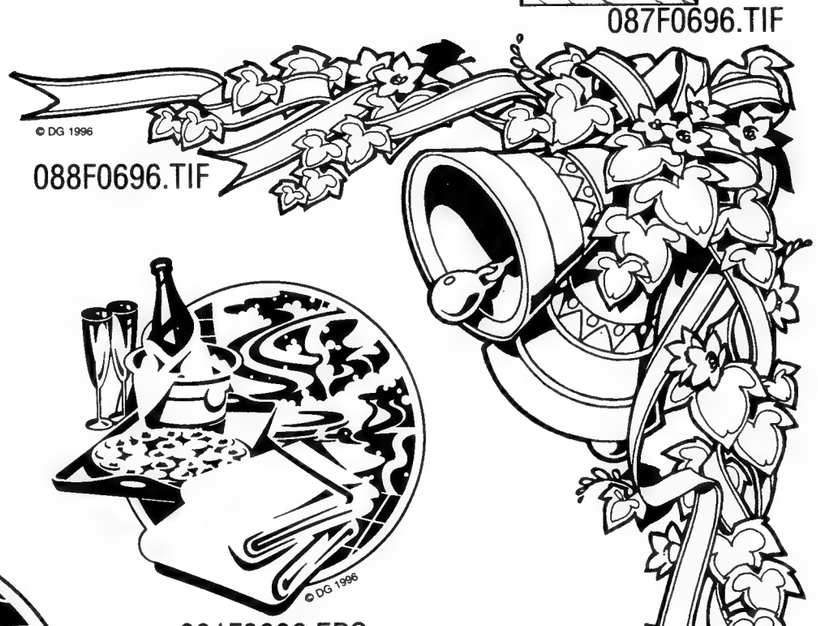

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BORDER MAY 94 CLIPPER ROSE NOV. 95 CLIPPER

FLEXIBILITY

No Matter What Style You Want, We Can Do It!

Whether you want a beautiful bouquet of long-stemmed roses, a funky floral arrangement, or an old-fashioned nosegay, our experienced floral designer can create just the look you want!

FLORAL DESIGN

BECKMAN

4887 North Benton Avenue • 555-9888 • Monday–Saturday 8 a.m.–6 p.m. • Closed Sunday

026Y-1.EPS

BORDER MAY 94 CLIPPER ROSE NOV. 95 CLIPPER

SPEED

Get Same-Day Delivery–Guaranteed!

When it comes to gift giving, being a day late just doesn't cut it! It's especially true when it comes to giving the gift of flowers. That's why we guarantee same-day delivery for all orders that are phoned in by noon of the same day.

FLORAL DESIGN

BECKMAN

4887 North Benton Avenue • 555-9888 • Monday–Saturday 8 a.m.–6 p.m. • Closed Sunday

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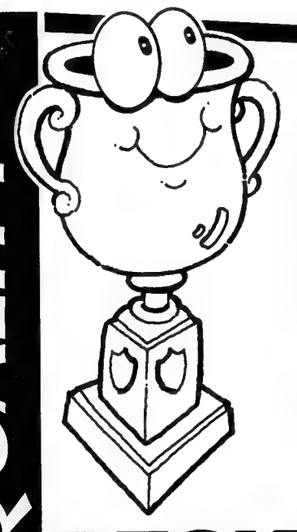
BORDER MAY 94 CLIPPER ROSE NOV. 95 CLIPPER

QUALITY



You Want The Very Best Flowers, And Our Quality Is #1!

There are some things in life that you shouldn't skimp on. One of them is flowers. You can see the quality in every plant, floral arrangement, and bouquet that we sell.

Quality is what keeps our customers coming back. Quality is what makes them recommend us to their friends. Visit us today. Come see what quality is all about.

FLORAL DESIGN

BECKMAN

4887 North Benton Avenue • 555-9888 • Monday–Saturday 8 a.m.–6 p.m. • Closed Sunday

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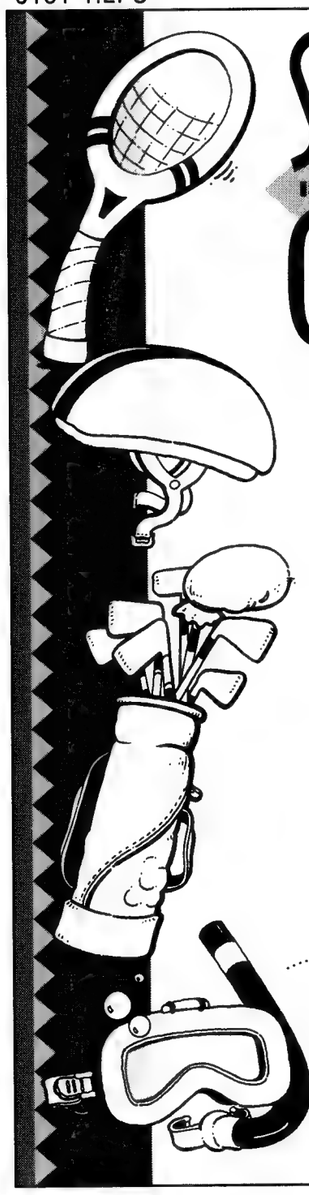

SAVINGS IS THE NAME OF THE GAME

Quality Pre-Owned Sporting Goods At Discount Prices

Hockey Sticks .....$8.99 to $34.99
Golf Clubs .....$18.99 to $75.99
In-Line Skates .....$12.99 to $84.99
Baseball Bats .....$10.99 to $47.99
Tennis Rackets .....$14.99 to $75.99
Bowling Balls .....$15.99 to $78.99
Biking Helmets .....$15.99 to $52.99

rePLAY SPORTS

4554 N. JACKSON
M–S 9–9 • 555-9001

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BORDER APR. 94 CLIPPER

COAST ON IN

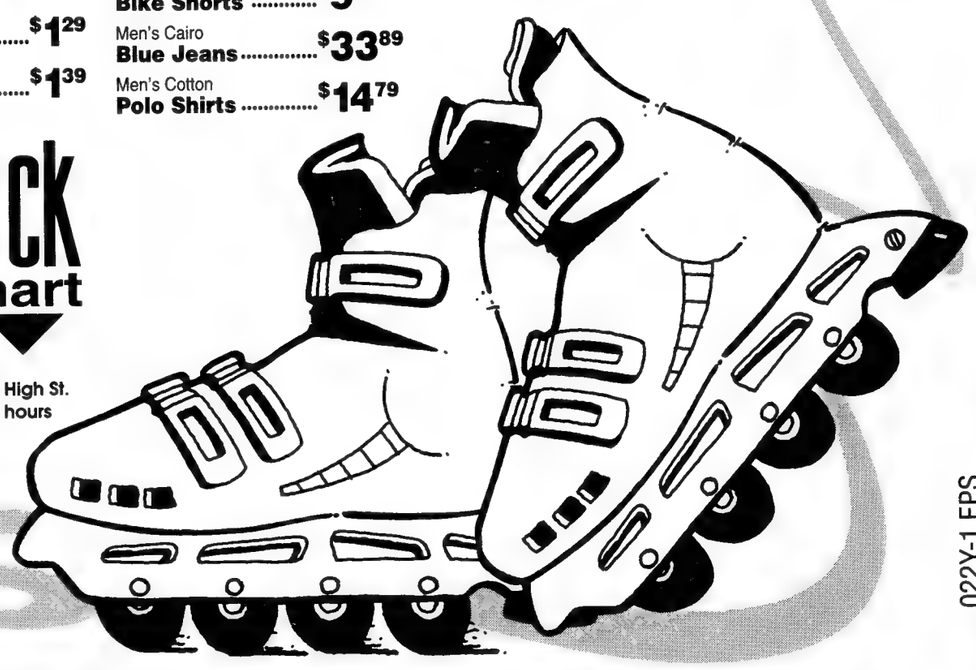
AND SAVE ON MERCHANDISE STOREWIDE!

12 roll pkg. Slurpy **Paper Towels**	$6.99
12 roll pkg. Softee **Toilet Paper**	$5.99
200 ct, pkg. Ace **Napkins**	$1.19
200 ct. pkg. Ace **Paper Plates**	$1.39
1/2 in. Great Hair **Curling Iron**	$7.99
1500 watt Great Hair **Blow Dryer**	$9.99
Power Beard **Razor**	$19.99
12 cup Perky Pot **Coffee Maker**	$22.99
Roast Right **Toaster Oven**	$21.99
100% cotton **Bath Towels**	$9.79
Printed Linen **Tablecloths**	$15.59
Flannel Twin **Sheet Set**	$14.69
Men's cotton **T-Shirts**	$7.49
Women's cotton **Stirrup Pants**	$14.89
Women's cotton **Bike Shorts**	$9.99
Men's Cairo **Blue Jeans**	$33.89
Men's Cotton **Polo Shirts**	$14.79
4 ct. pkg. AA **Batteries**	$2.69
Selected **Top 40 CDs**	$8.85
Beauty Line **Foundation**	$7.49
Fluttereyes **Mascara**	$4.89
Beauty Line **Blusher**	$5.99
Keep Fresh **Deodorant**	$3.89
200 sheet **Note Pads**	$1.29
100 ct. box **Envelopes**	$1.39

Squeaky Clean **Dishwashing Detergent** $2.49

2 liter Yummy **Diet Cola** $1.89

3 pk. cotton **Socks** $2.49



Quick mart

4000 North High St.
Open 24 hours

017Y-1.EPS

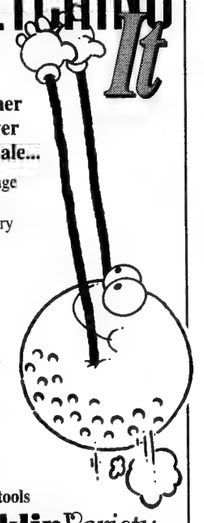
We're STRETCHING It

We are extending our Summer Super Saver Red Dot Sale...

Take advantage of incredible values in every department!

Save **15%** on all sheets & bedding

Save **50%** on selected tools



Franklin Variety
Where Quality Makes a Difference

659 North Pointe Ave. • 555-9800

WAVE BORDER NOV. 94 CLIPPER

YOU'LL GET HOOKED

Clip this coupon and get a FREE, one-month trial club membership...

What a great deal!

Stop wondering what it's like to be a health club member and start getting fit with this limited-time offer for new members only.

COUPON

One-Month FREE Membership
Offer Expires 6/30/96

FITNESS FOREVER

424 East Hellar Road • 555-9888

028Y-1.EPS

022Y-1.EPS

PLAY IT SAFE

SUMMER IS HERE, SO DON'T FORGET THESE BASIC SAFETY TIPS

- Wear appropriate safety gear.
- Always apply a good sunscreen.
- Be sure to drink plenty of water.
- Never swim alone.
- Limit use of hairsprays and colognes. They attract bees.
- Wear long sleeves, pants, and socks and shoes when you go into the woods to avoid contact with ticks and poison ivy.

Brought to you by the
Chandlerville Medical Center

"ALL STAR," STARS OCT. 93 PRINT MEDIA SERVICE

012Y-1.EPS

ALL★STAR SPECIALS

Up To 50% Savings On A Wide Variety Of Quality Tools

Check out the superstar savings on hundreds of items storewide!

INTERIOR PAINTS

Lance Semi-Gloss Paint.....$12.95
Clancy Satin Finish Paint.....$12
Minste

WAVES FEB 96 PRINT MEDIA SERVICE

027Y-1.EPS

RIDE THE Wave

It's time to get your pass to the ultimate in summer fun!

Splash down and cool off with our 60-foot water slide featuring "Corkscrew Curve," our huge wave pool, our Bumper Boats, and so much more! Great prices on individual and family passes make it affordable!

INDIVIDUAL *$75.00*
FAMILY *$140.00*
Passes Good June Thru August

WATER ZONE
375 N. McClure
M–S 9–9

019Y-1.EPS

Always In A Hurry? Never Enough Time?

Always On The Go?

Take A Time-Out For Our Fast-Break Breakfast Specials

Served daily from 6 a.m. 'til 11 a.m.

Bacon Cheese Omelet $3.49 — Includes Hash Browns, Coffee, and Toast

Biscuits & Sausage Gravy $2.49 — Includes Hash Browns, Coffee, and Toast

CASSADIAS •CAFE•

2334 42nd Street

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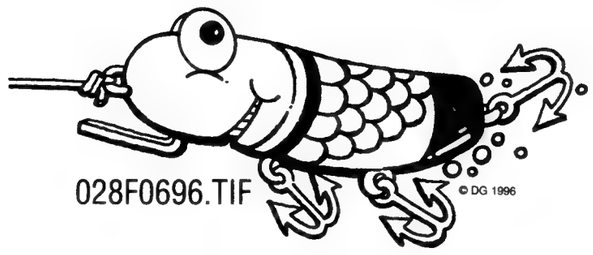

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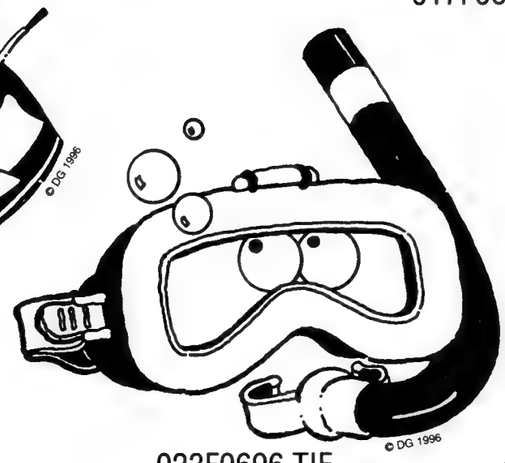

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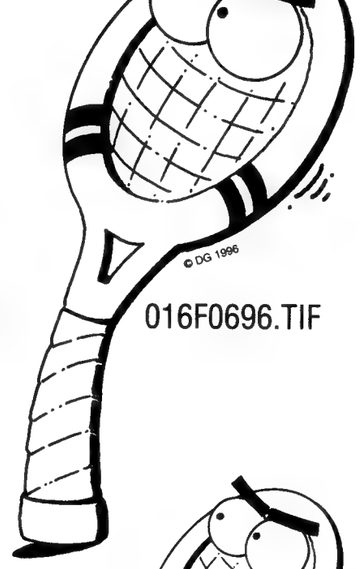

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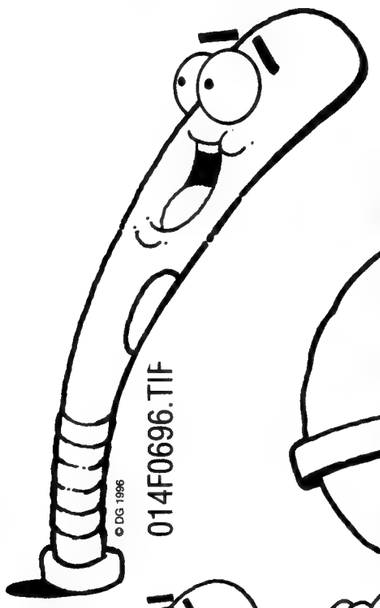

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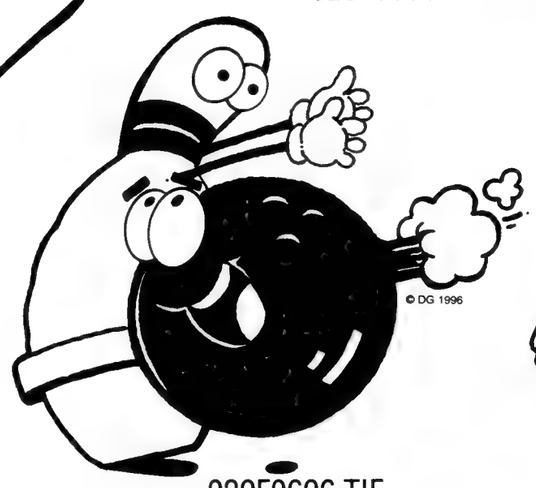

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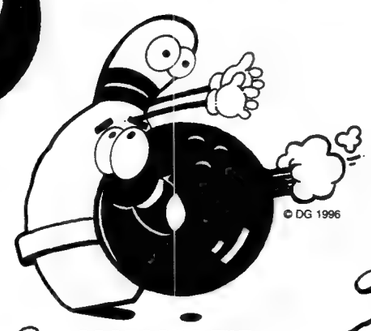

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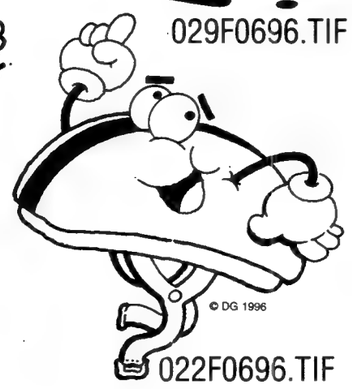

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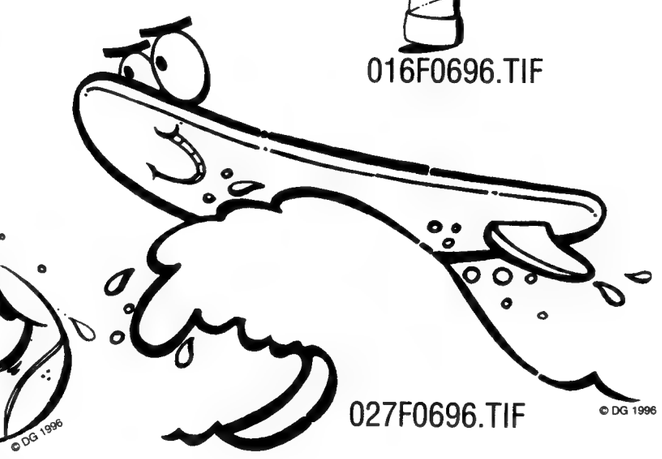

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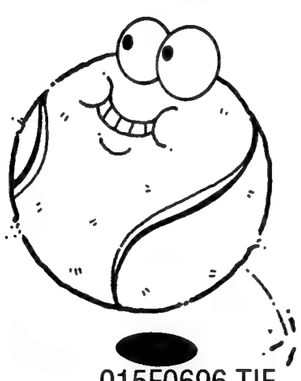

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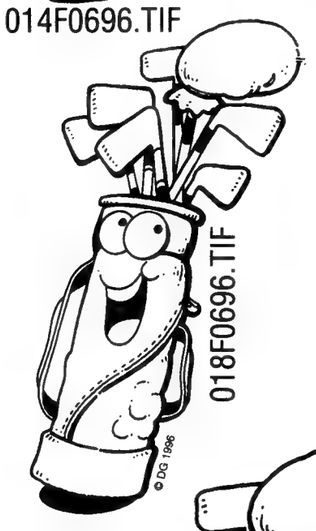

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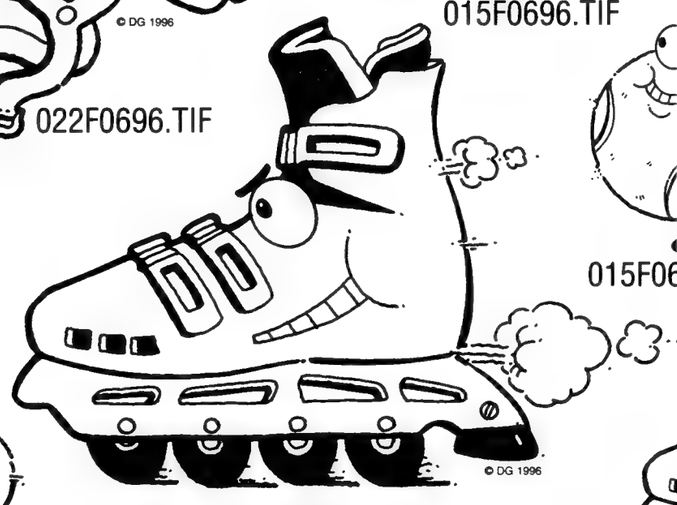

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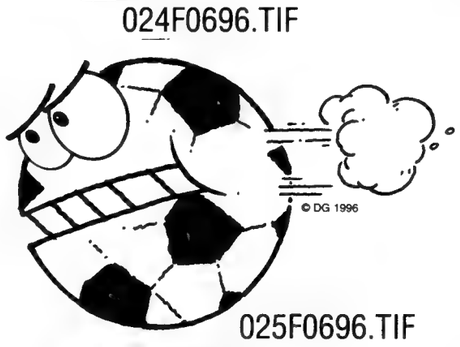

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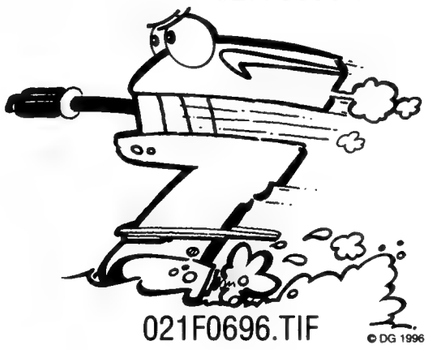

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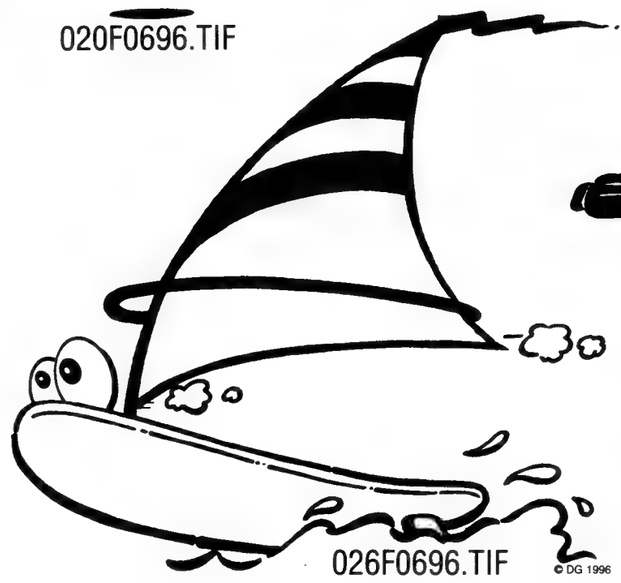

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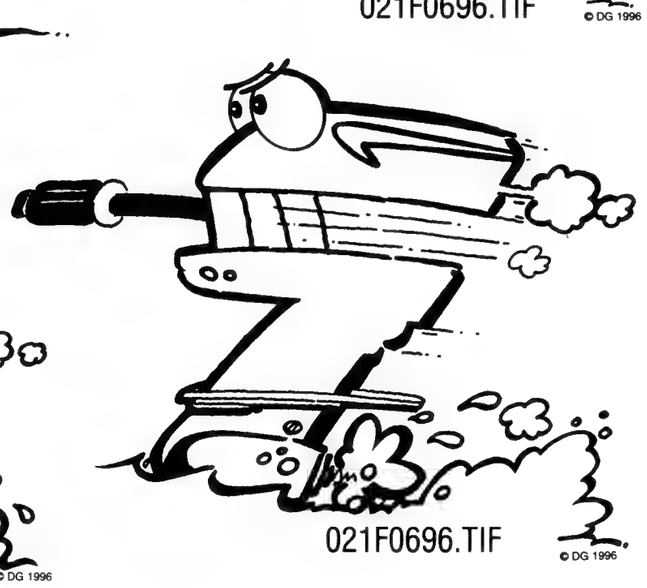

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World's Greatest Adventure

Treat Dad To A Truly Terrific Trip Today!

Give Dad a special gift–a vacation getaway! We have a variety of packages to fit most any budget. Prices are per person, airfare not included.

Super Spa Escape $369
Help Dad relax and unwind in style.

Long Bahama Weekend $499
Give Dad a four-day, three-night trip.

Carlton Travel
309-555-2345 747 S. Bevard St.

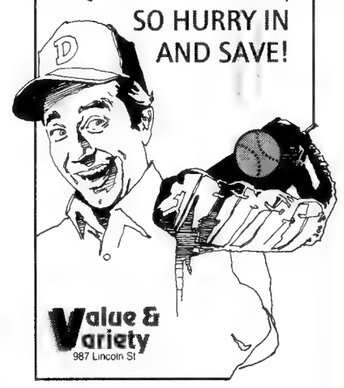
079Y-1.EPS

Catch the Savings

Our shelves are loaded with hundreds of items, and we've got to make more room for all of the new merchandise that's arriving–FAST!

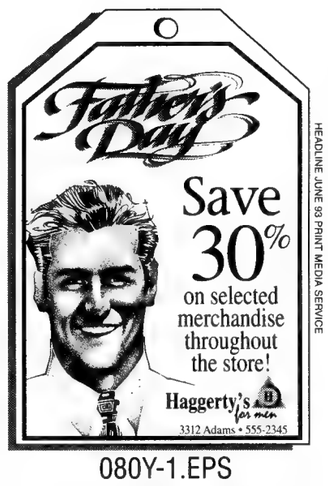
So, we're reducing prices on a large selection of merchandise in every department. Save big through this Saturday.

Quantities are limited, SO HURRY IN AND SAVE!



Value & Variety
987 Lincoln St

080Y-1.EPS

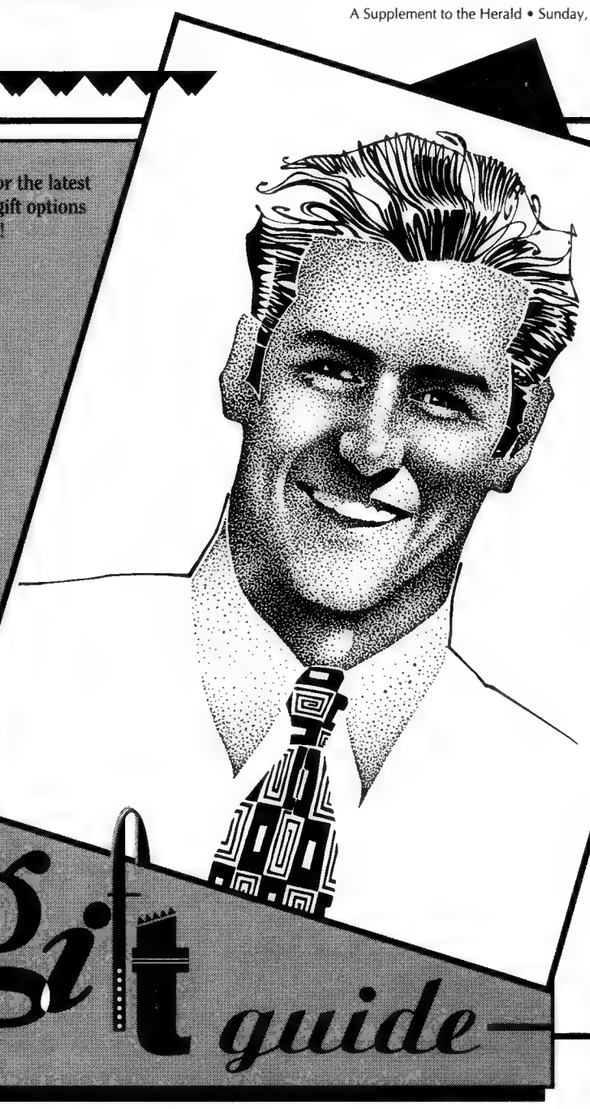


HEADLINE JUNE 93 PRINT MEDIA SERVICE

080Y-2.EPS

A Supplement to the Herald • Sunday, June 9, 1996

Look inside for the latest and greatest gift options for your DAD!



gift guide

FATHER'S DAY • JUNE 16

076Y-1.EPS

078Y-1.EPS

GIFTS from the Heart

Walford Leather WALLET	$17.99
Ellington Desk CLOCK	$34.99
Walnut Picture FRAME	$24.99
Creative Werx WATCH	$44.99

Show dad how much you love him with a unique gift from

Marcellis
335 Gale Ave.

075Y-1.EPS

HILLCREST MALL
Father's Day SALE

We Are Pushing Back Prices Throughout The Store...

Picture This • All Picture Frames, *now 20% off*
Homefront Stuff • Accent Lamps, *now 15% off*
Linens • W... D... *30% off*
Power Stuff • All Batteries, *now 15% off*
Floral Fantasy • Silk Flowers, *now 20% off*
Candles 'N' Stuff • All Candles, *now 15% off*
... • All ... Ti... *30% off*
... *% off*

079Y-2.EPS

Super Summer SALE!

Prices are slashed throughout the store on hundreds of brand name sporting goods.

Whether you're an athlete or just an armchair quarterback, get the best sports equipment at the lowest prices in town.

Riley SportStore
7846 S. Main • M–S 10–9 • 555-3858

066Y-1.EPS

TESSA'S FAMILY TABLE

Father's Day Special
12 oz. Prime Rib
Baked Potato
Soup or Salad
Vegetable
Beverage
$8.99 plus tax

3733 West Henderson Avenue • 555-6708

ART on DEMAND
800-255-8800

074Y-1.EPS

THOUGHT BUBBLE AUG. 92 CLIPPER

GREAT DADS DESERVE GIFTS

Father's Day ~ June 16, 1996

CASUAL COMFORT

Fleetwood BLUE JEANS	$32.95
100% Cotton Pocket T-SHIRTS	$12.95
Windbreaker JACKETS	$29.95
Fleetwood CHINOS	$35.95
Polo Time HENLEYS	$19.95
Cool 'N' Casual POLO SHIRTS	$25.95
All Business Short Sleeve DRESS SHIRTS	$32.95

Father's Day Theme
SWEATSHIRTS
Sizes Small To XX Large
$19.95

THE SPORTS FANATIC

All-Pro Team JERSEYS	$37.95
All-Pro Team T-SHIRTS	$28.95
All-Pro Team JACKETS	$52.95

OUTDOORS 'N' MORE

Sporty Rain SLICKERS	$28.95
Sporty Fisherman's VEST	$35.95
Fleetwood Running SHOES	$42.95
8 oz. Forester COLOGNE	$27.95
3 ct. pkg. Cotton SOCKS	$12.95
Fleetwood Summer JACKETS	$35.95

CUNNINGHAM & COMPANY
TINLEY MALL

073Y-1.EPS

Up All Night?

You Might As Well See Some Stars!

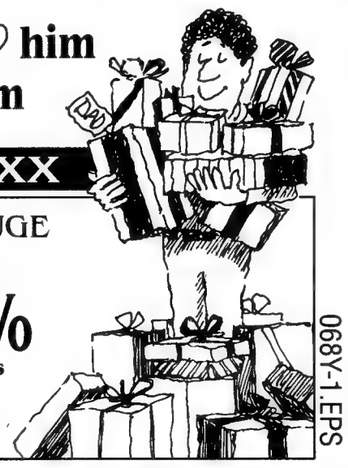
Come see our large selection of previously viewed movies. They're a great way to make a sleepless night go by faster. Prices start at only $9.99

Stripes 'n' Stars VIDEO 212 Broad • 555-3921

068Y-1.EPS

Tell Dad you ♡ him with from

BERGAN-SAXX



The savings are HUGE thru Father's Day!

SAVE 40%

on our entire selection of men's fashions from all your favorite designers. Hurry in and save!

4987 E. Danvers • M–F 10–9, S & S 11–6

WOMAN FEB. 95 CLIPPER

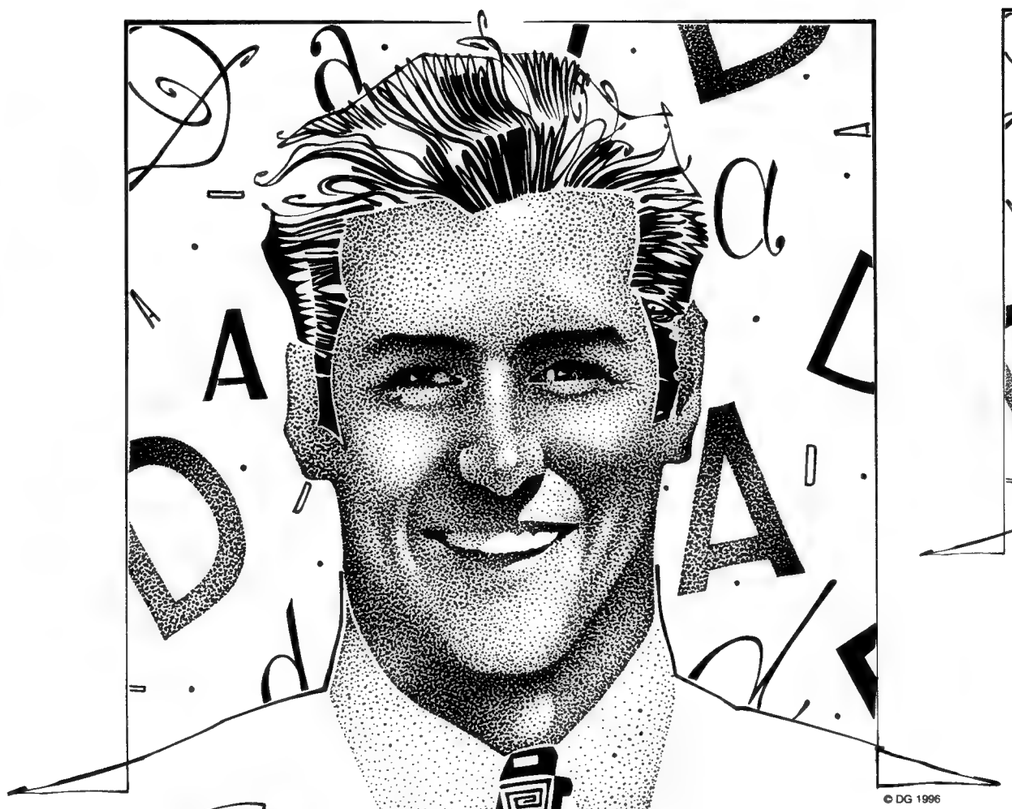
080Y-3.EPS

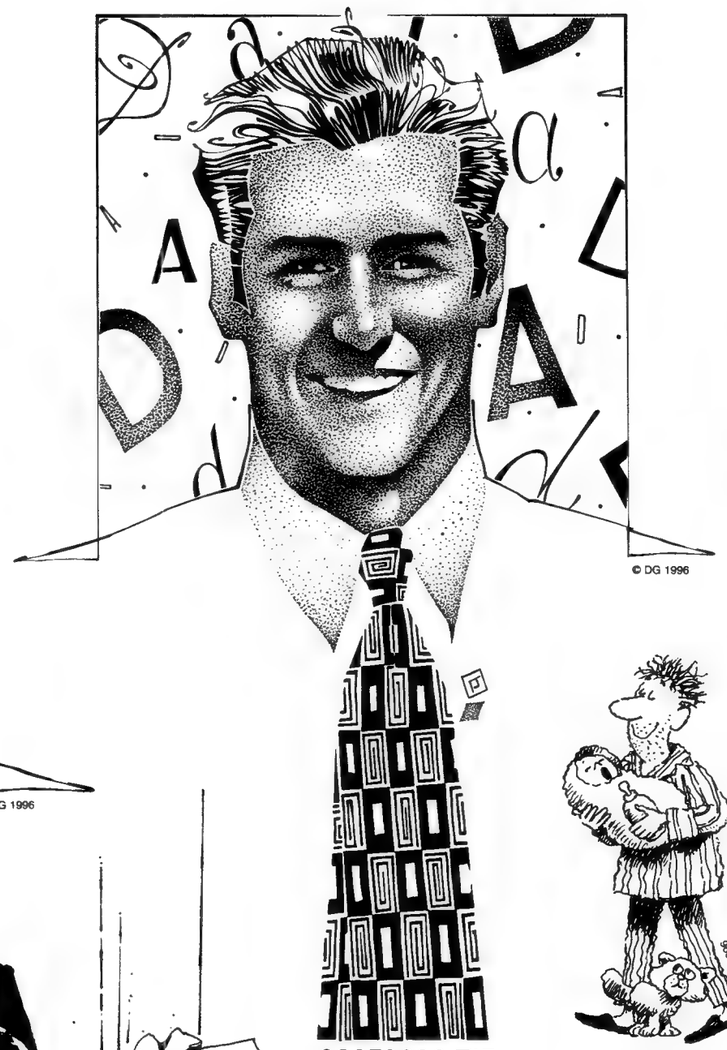
Psssst! Everything's on Sale SATURDAY

Be sure to shop early for the best selection this Saturday, June 15th

Save an additional 30% on all previously reduced items in stock!

Tannen's menswear
7857 S. Kiehl • M–S 10–9





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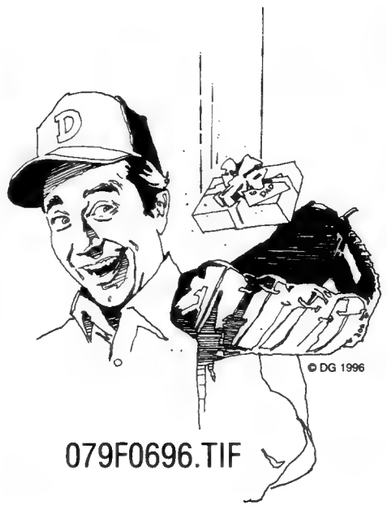

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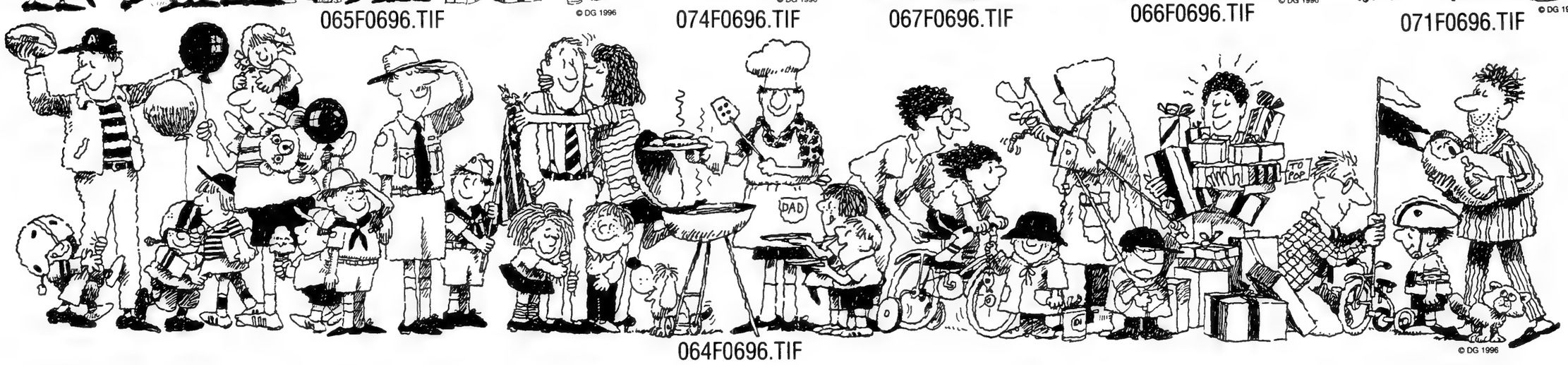

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Note: Numbers identify images for Electronic PMS subscribers.

099Y-1.EPS

LOADED With SAVING$

Check out these incredible deals on new and pre-owned cars, trucks, and vans!

1996 Texxus Deluxe Van
Was $25,000
$21,500

1996 6 Cyl., AC, CD, Power Group
Montana Butte..... $19,500

SPORTS CARS

94 Geode Typhoon	$12,999
95 Ryder Wind	$13,152
95 Konno Tryon	$14,427
95 Ryder Roadster	$15,000
94 Geode Presidio	$11,657
94 Konno Valerio	$12,657

QUALITY TRUCKS

93 Konno F-73	$12,999
94 Cord Cirrus	$13,152
95 Texxus 4 x 4	$14,427
93 Tonda X1000	$15,000
94 Texxus Lodi	$11,657
95 Tonda Merrit	$14,657

COMPACTS AND SEDANS

93 Geode Metre	$12,999
94 Tonda Sedan SE	$13,152
95 Cord XTC	$14,427
96 Tonda Xcel	$15,000
93 Tonda Kicker	$11,657
94 Kord Star Wagon	$12,999
95 Geode Zone	$13,599
96 Tonda Sedan XE	$12,999
93 Cord Wagon	$13,599

VANS AND MINIVANS

94 Konno Minivan	$12,999
95 Forester Ridge	$13,152
96 Gratton Deluxe	$14,427
94 Crabbe Minivan	$15,000
95 Tonda Kicker	$11,657
96 Forester Minivan	$12,999
93 Konno Sector	$13,599
95 Dostie Minivan	$12,999
93 Gratton Corbie	$13,599

1996 Gratton Spira Limited
Was $23,000, now
$19,500

1996 Mountaineer 4 x 4
Was $27,000
$23,500

"It's your lucky day, pal! We're loaded with special deals on cars, trucks, and vans to help you make a speedy getaway!"

Special on-site financing available to qualified buyers.

Marc Reid Motors
3233 West Brook • Dugan Heights • 555-5797
Used Car HOTLINE: 1-800-555-DEAL

101Y-1.EPS

"OH, BABY" JAN. 94 PRINT MEDIA SERVICE

Oh, Baby WHAT A SALE!

Special Sale Hours:
Mon.–Fri. 9–8,
Sat. 9–6

1% OVER INVOICE

CHOOSE FROM OVER 400 NEW CARS, TRUCKS, VANS, AND MINIVANS IN STOCK!!

Marc Reid Motors
3233 West Brook • Dugan Heights • 555-5797

098Y-2.EPS

103Y-1.EPS

"LATE NIGHT SPECIALS" OCT. 94 PRINT MEDIA SERVICE

Hey Buddy, Have I Got A Deal For You!

95 Konno Roadster XJ-7
...was $14,850, now **$14,200**
95 Konno Starr Wagon
...was $15,675, now **$14,470**
95 Forester Minivan
...was $18,650, now **$16,900**
95 Geode Presidio LE
...was $19,650, now **$17,250**
95 Gratton Deluxe Sedan
...was $21,650, now **$19,950**
95 Crabbe Nebula Van
...was $20,650, now **$18,850**

Marc Reid Motors
3233 West Brook • Dugan Heights • 555-5797
The USED CAR HOTLINE: 1-800-555-DEAL
MON.–FRI. 8–8, SAT. 8–4

100Y-2.EPS

099Y-2.EPS

You walk away with more than just pocket change when you buy a car from us!

96 Rider Wind
...was $15,950
now **$15,050**

95 Geode Metre
...was $14,950
now **$13,550**

95 Konno Zone
...was $13,950
now **$12,750**

94 Tonda Van
...was $16,950
now **$15,450**

Marc Reid Motors
3233 West Brook • Dugan Heights • 555-5797
The USED CAR HOTLINE: 1-800-555-DEAL
MON.–FRI. 8–8, SAT. 8–4

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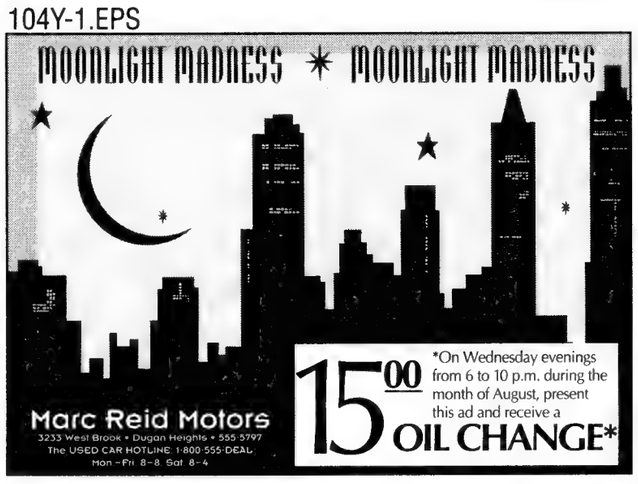

MOONLIGHT MADNESS ✶ MOONLIGHT MADNESS
Marc Reid Motors
3233 West Brook • Dugan Heights • 555-5797
The USED CAR HOTLINE: 1-800-555-DEAL
Mon.–Fri. 8–8, Sat. 8–4

15.00 OIL CHANGE*

*On Wednesday evenings from 6 to 10 p.m. during the month of August, present this ad and receive a

101Y-2.EPS

HEADLINE, MUSIC NOTES JUNE 94 PRINT MEDIA SERVICE

Sing a Song of Savings

OUR PRICES WILL REALLY GIVE YOU SOMETHING TO SING ABOUT!

Super June Specials!

Present this coupon and save 25% on the price of any Kleer Wiper Blades or Bee-Brite Headlamps.

SAVE 25%

Offer good thru June 30, 1996.

Marc Reid Motors
3233 West Brook • Dugan Heights • 555-5797

100Y-1.EPS

PSSST! HEY PAL!

Have ya heard about the big sale going on at

Marc Reid Motors?

PRICES ON ALL PRE-OWNED CARS, TRUCKS, AND VANS CURRENTLY IN STOCK ARE SLASHED TO ROCK BOTTOM FOR ONE BIG WEEK ONLY!

1995 KONNO F-73	$14,995
1994 GEODE TYPHOON	$12,875
1993 GEODE METRA	$13,795
1992 KONNO MINIVAN	$15,475
1991 CORD CIRRUS	$13,555
1995 TONDA PRESIDIO	$14,675
1994 FORESTER RIDGE	$12,945
1993 TONDA KICKER	$10,075
1992 CORD WAGON	$11,685
1991 DOSTIE DELUXE	$12,225
1995 RIDER ROADSTER	$16,265
1994 GEODE X-ZONE	$10,175

Marc Reid Motors 3233 West Brook Dugan Heights

098Y-1.EPS

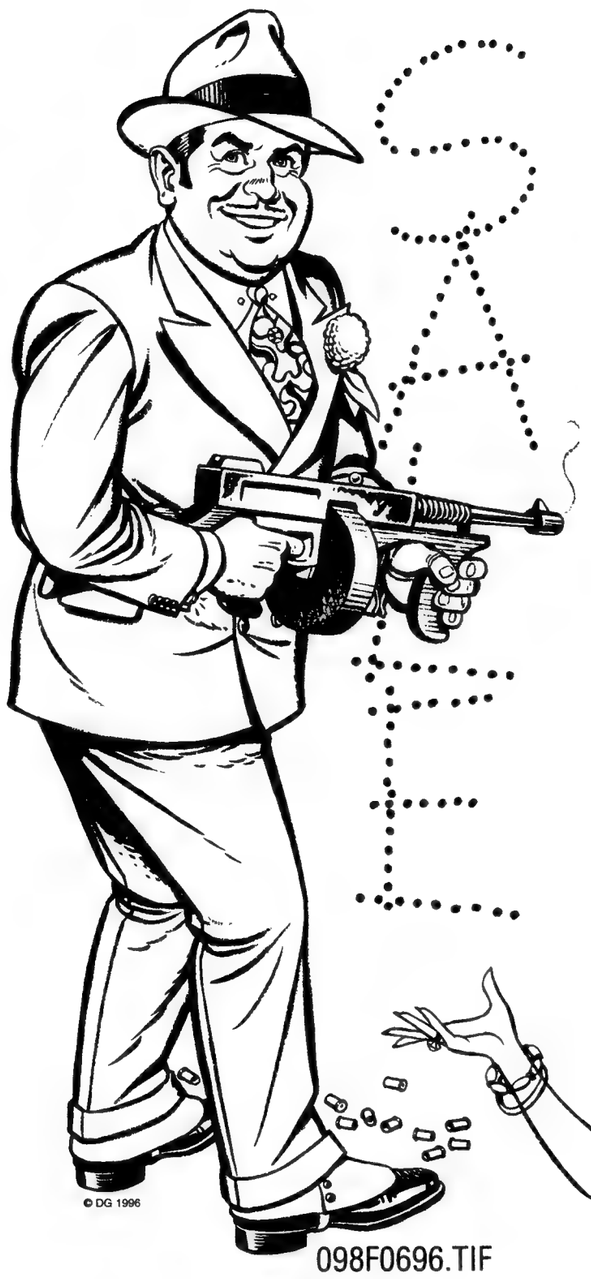
SHOOTING HOLES THRU THE Competition

GET THE BEST PRICE ON QUALITY NEW AND USED VEHICLES!

Looking for great wheels, affordable prices, and a service department that's second to none? Look no further. We work with you to find the perfect car to suit your needs, and then make an offer you can't refuse.

- ON-SITE FINANCING TO QUALIFIED BUYERS
- PROFESSIONAL SALES AND SERVICE
- SERVICE DEPT. OPEN 8 A.M.–8 P.M. WEEKDAYS
- SERVICE SHUTTLE RUNS 8 A.M.–6 P.M. WEEKDAYS

Marc Reid Motors
3233 West Brook • Dugan Heights • 555-5797
The USED CAR HOTLINE: 1-800-555-DEAL
Open Mon.–Fri. 8–8, Sat. 8–4



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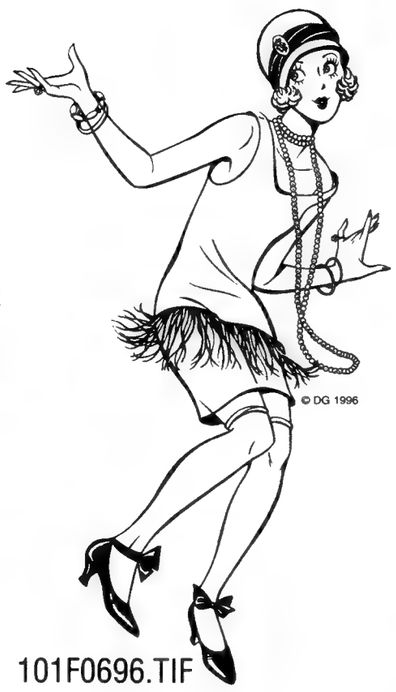

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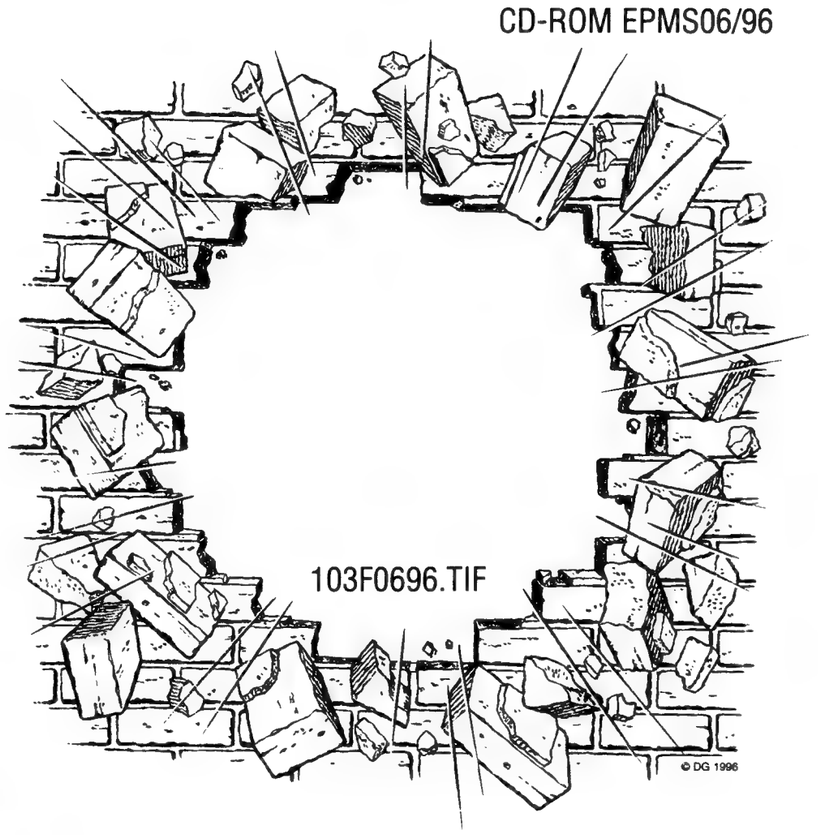

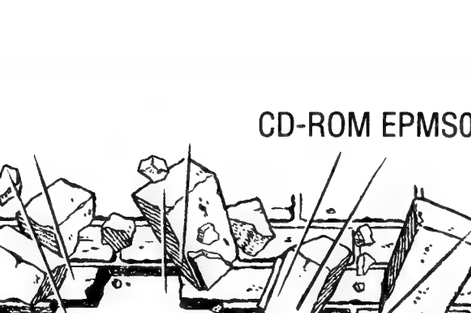

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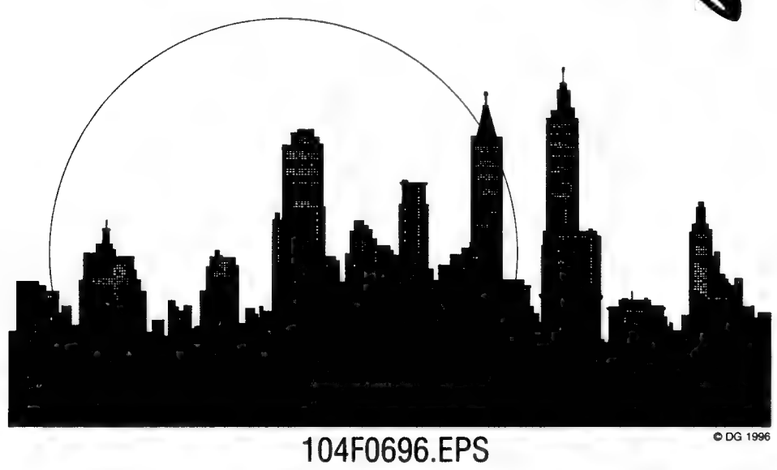

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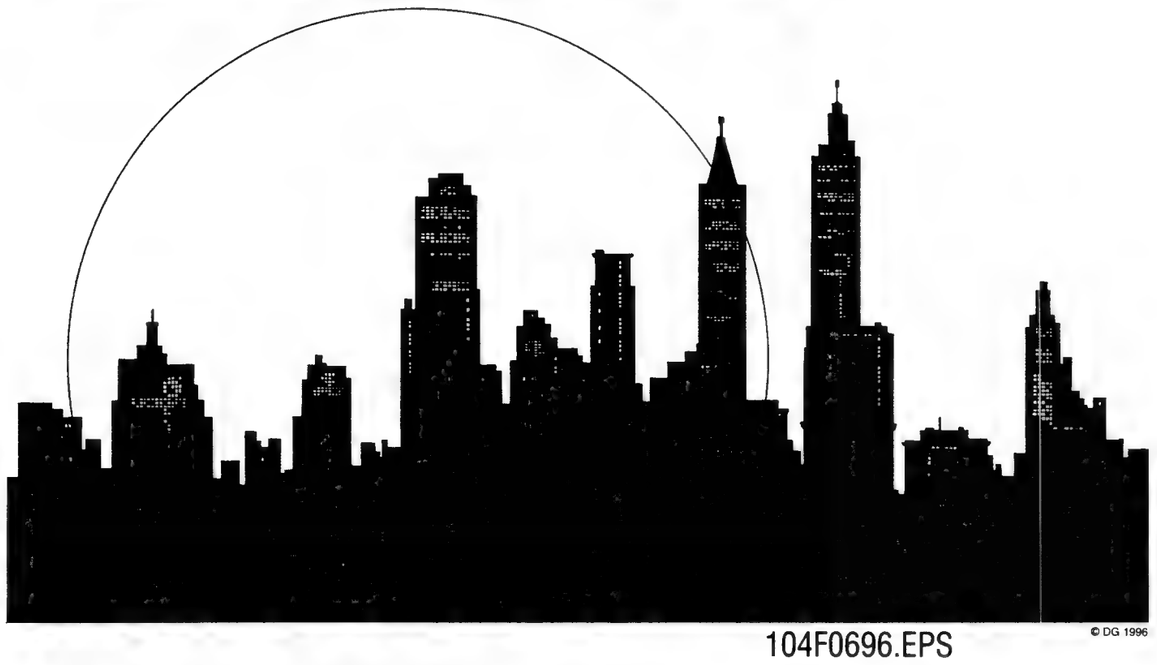

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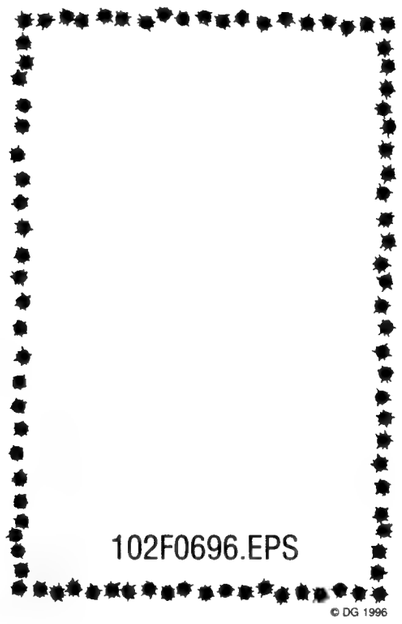

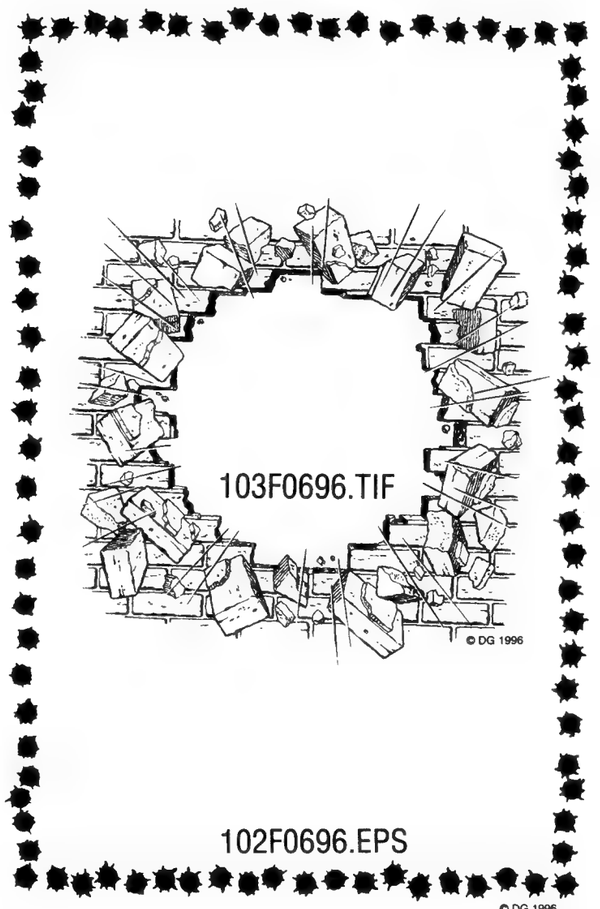

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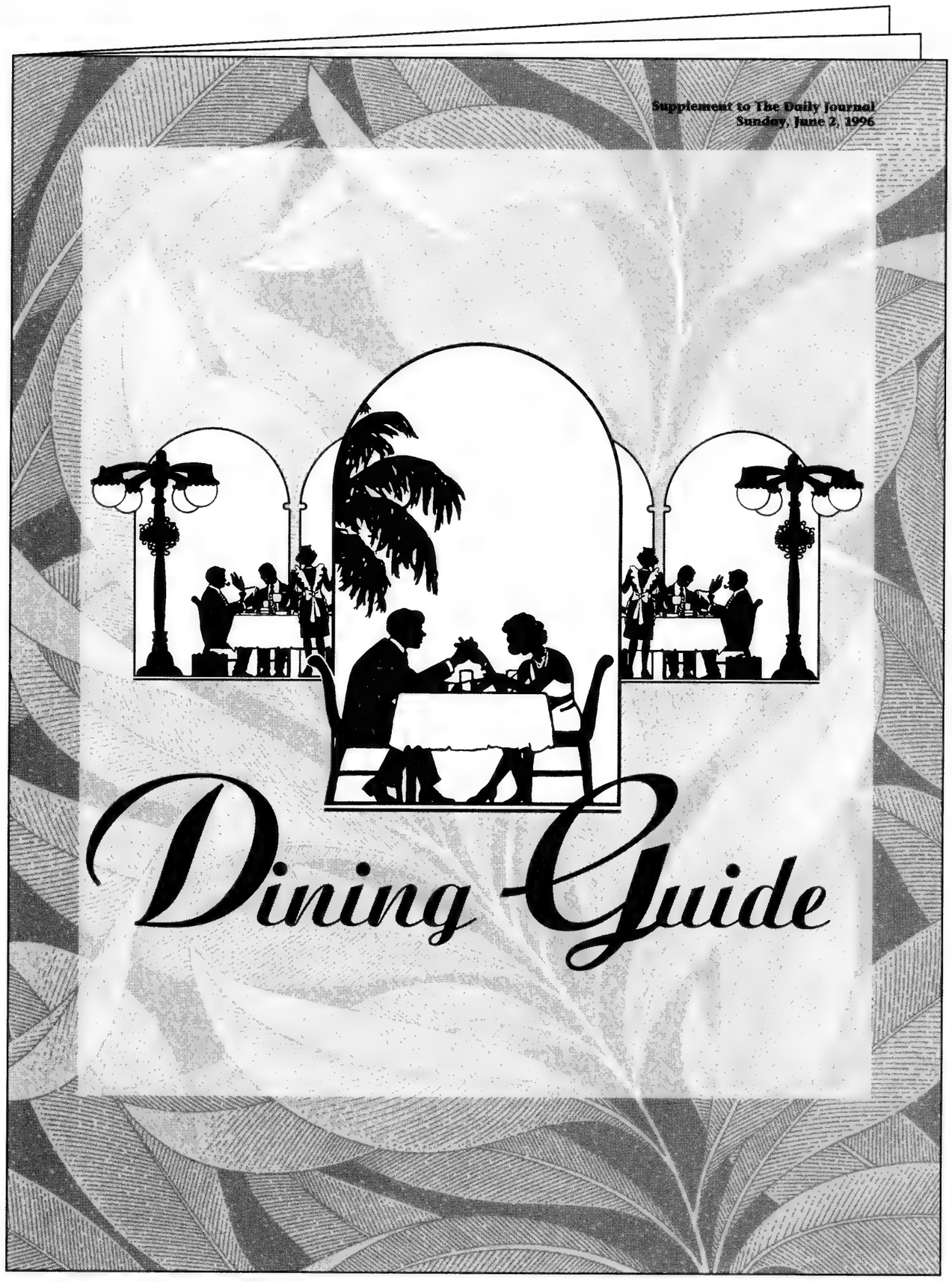


LEAF TEXTURE NOV 94 CLIPPER 085Y-1.EPS

083Y-1.EPS

We'll Make Your Dinner, Then We'll Step On It!

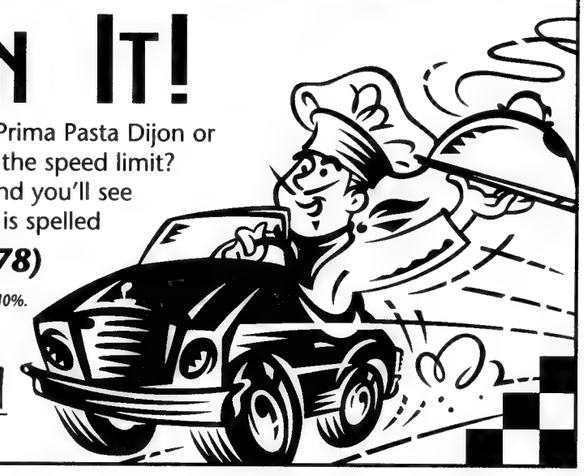
Would you like to see our Prima Pasta Dijon or Chicken 'n' Dumplings go the speed limit? Call us to place an order and you'll see why our recipe for success is spelled

555-FAST *(555-3278)*

We deliver in 40 minutes or less or you save 10%.

the Boulevard

1411 West Wilshire Avenue



081Y-1.EPS

Here's To Our
SUCCESS

Come Help Us Celebrate Our First Year In Business With Lots Of Great Food And Drink Specials!

FREE

Hot hors d'oeuvres bar open from 5 to 7 p.m.
Mixed drink specials and $1 drafts all night long.

STIX
Bar & Grill
Major Rush Street

083Y-2.EPS

One Call Does It All

Call from ***4 to 11 p.m.*** for a fresh, delicious pizza delivered hot to your door.

13.99 Two 14-in. Cheese Pizzas, Salad, & 2 Liters Of Soda

Always Delivered Fast And Free!

Cairo's Pizza
4210 Buena Vista Court

555-8905

Early Bird
SPECIALS
Shop 7–9 a.m. this Thursday and SAVE
an extra 10% on the price of all clearance items!
Come in for free coffee and doughnuts while they last!
The Everything Store!
Bergans
Metro Mall

082Y-2.EPS

HEADLINE SEPT. 95 PRINT MEDIA SERVICE

End of the Trail
Sidewalk Sale
Savings like these make you want to celebrate!
Flexible Straws
225 count assorted colors $1.50
Potting Soil
5 lb. bag $3.50
Flutter Eyes Mascara
Choice of Regular or Waterproof $4.50
Assorted Seed Beeds
225 count pkg. $3.50
Silk Embroidery Floss
200 colors to choose from, per skein $5.50
Hurry! This sale ends Saturday.
Variety & Co.
226 N. Peru • Mon.–Sat. 8–5

081Y-2.EPS

BACKGROUND, HEADLINE JAN. 95 PRINT MEDIA SERVICE

082Y-1.EPS

Remember When A Dollar Used To Go A Whole Lot Further? It Still Can!

Find the quality, value, and service of yesteryear–right here. We deliver peerless printing at amazingly low prices. It's sure to help you achieve success *and* watch your bottom line.

June Special: Single-Color
Business Cards *500 ct.* **$12.50**

Good only on standard size, single color on white stock. Offer ends 6/30/96.

Monarch PRINTING
2180 North Jackson
Phone 555-3500

Family FAVORITES

Wherever You Wander, Wherever You Roam, We're Always Close To Your Home!

Alton	Brimfield	Troyer	Galesburg
West Empress • 555-2100	North Main • 555-4827	East Pagan • 555-7342	South Corby • 555-5673
East Gilmore • 555-6500	South Pine • 555-6382	North Wayne • 555-2968	West Lincoln • 555-5285

Metamora South Madison 555-6404

Washington Towne Square 555-2646

HOMETOWNER FAMILY RESTAURANT

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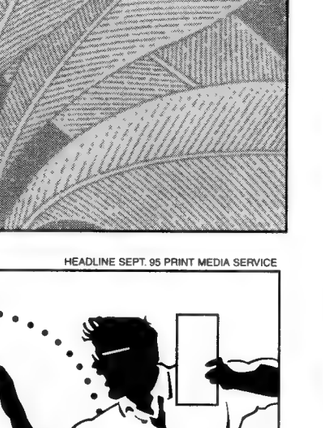
085Y-2.EPS



Improve your chances of meeting that special someone by reading the Personals every Sunday!

To place your ad, call us today at

555-LOVE
SUN HERALD

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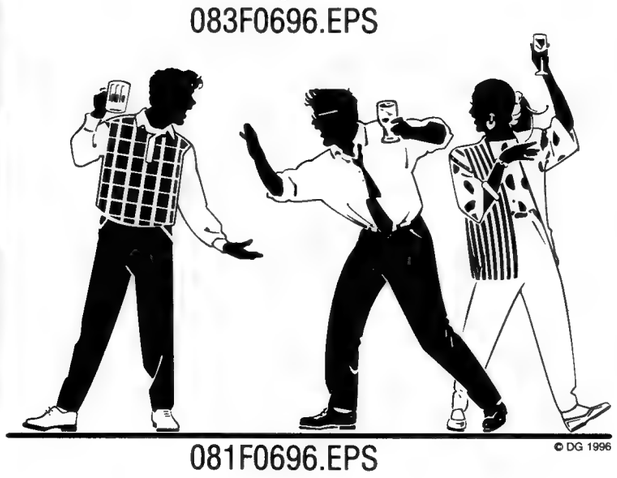
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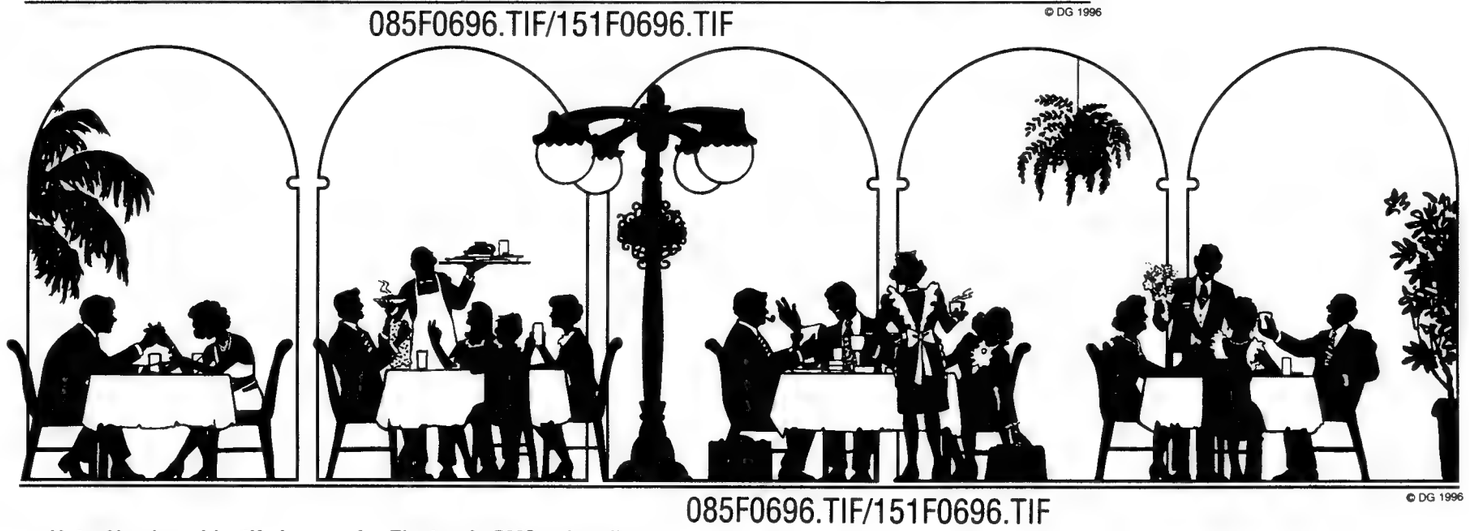
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Look for super savings on almost everything you need to make your summer carefree!

#15 Sunscreen
12 oz. bottle $4.99

Self-Tanning Lotion
8 oz. bottle $7.99

Tanning Lotion
12 oz. bottle $5.99

Tanning Oil
12 oz. bottle $3.99

Sun Block
3 oz. tube $4.99

Sting Stop
5 oz. stick $5.99

Anti-Itch Lotion
12 oz. bottle $6.99

Aloe Vera Gel
10 oz. bottle $4.99

Easy Living DAYS

Thru Saturday, stock up on summer necessities!

Need a prescription filled fast? No problem! Our Drive-Through Pharmacy Is Open!

Aloe Moisturizer
12 oz. bottle $2.99

Summer Glo
8 oz. bottle $6.99

Summer Bronzer
6 oz. tube $5.99

Sun Protex Lip Balm
3 oz. tube $3.99

Cold Compress
3 ct. pkg. $7.99

After-Sun Lotion
12 oz. bottle $5.99

Aloe Bath Gel
8 oz. bottle $4.99

Spray Bottle
12 oz. size $1.99

Frasier Pharmacy

1258 N. Worthington Ave.
Open Monday–Saturday, 9 a.m.–11 p.m., Sunday 10 a.m.–5 p.m. • 555-4590

097Y-1.EPS

Carter Merchandise
1700 W. Franklin Ave.

June 7th

Cash and Carry
Warehouse Sale

ONE DAY ONLY

Storewide Savings In Every Department!
Lowest Prices Ever!
Pay Cash Now And Take It Home Today!
• 8 a.m. to 6 p.m. •
Quantities are limited

095Y-1.EPS

Take a Bite Out of Savings

Thru this Saturday, prices are slashed to rock bottom. Save big on golf clubs, boating equipment, hiking gear, tennis rackets, athletic footwear, and more. Check out these deals!

SAVE 10% on all these items
Fore Clubs Driver
Handcrafted quality $89.99
Pedico Cross Trainers
The athlete's edge $72.99

SAVE 20% on these items
Wakema Racket
Quality construction. $37.99
Silky Running Suit
Choice of colors, S–XL $56.99
Benwa Backpack
Heavy-duty design $44.99
Flotation Vest
Safety orange, S–XL $34.99

SAVE 30% on these items
Runner's Water Bottle
Red, blue, or black $7.99
Arco Pedometer
Digital accuracy. $12.99

Save On outerwear 50% off

Windbreakers
Choice of colors, S–XL $24.99
Boating Slickers
Safety orange, S–XL $34.99
Clearance Parkas
Choice of colors, S–XL $74.99
Baseball Caps
Choice of colors . . . $7.99

OUTDOOR GEAR, LTD.

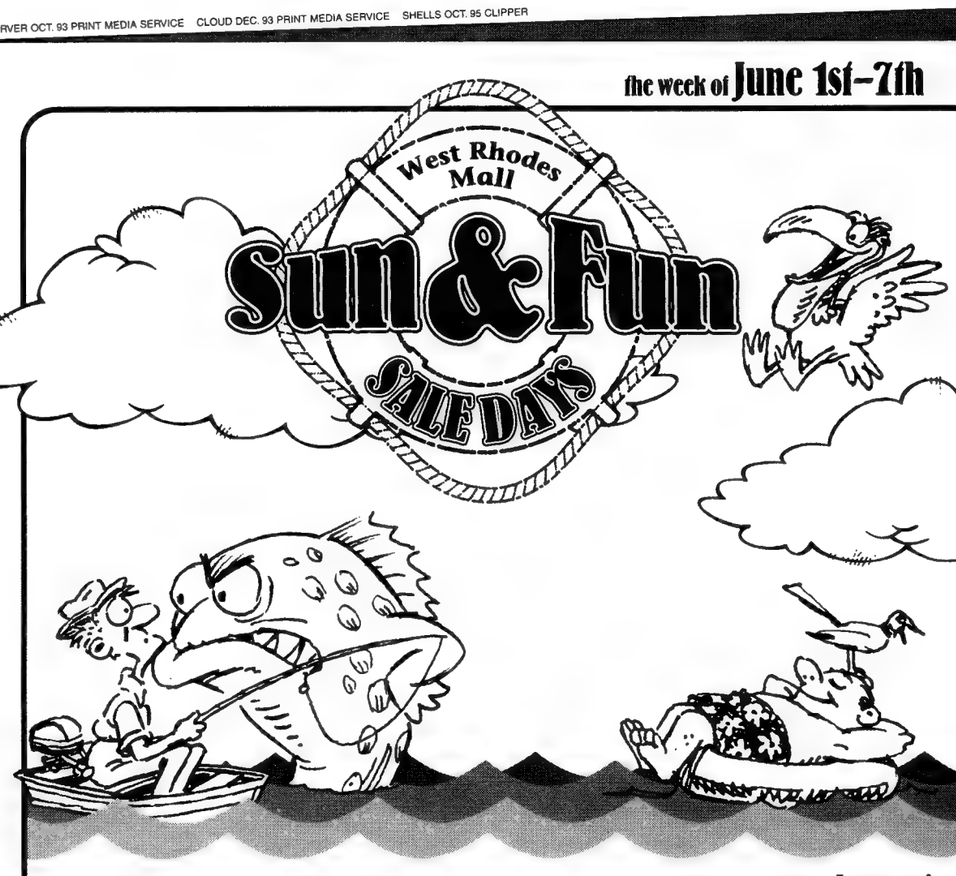
254 W. Main • 555-4537 • Mon.–Sat. 9–6, Sun. 11–6

096Y-1.EPS

the week of June 1st–7th

West Rhodes Mall

Sun & Fun SALE DAYS



Take a look inside...

- Leerman's
- Elden Books
- Braxton Gear
- Cramer Coffee
- Jennifer's Closet
- Kline Pharmacy
- Schuller Jewelers
- Ben's Sporting Goods
- Master Craftsman

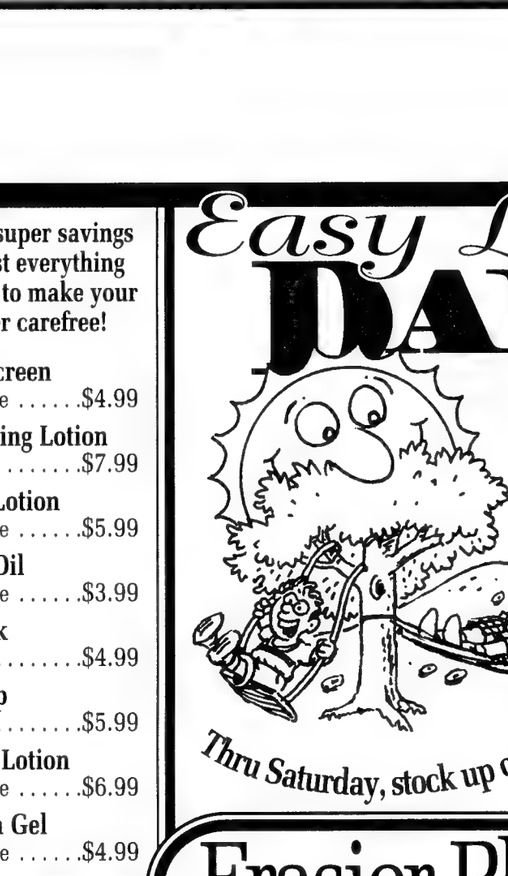
Extra Value Coupons Inside!

Incredible SAVINGS in every department in every store!

096Y-2.EPS

* Interview Skills
* Résumé Writing
* Business-to-Business Communications
* Portfolio Building
* Computer Graphics
* Presentation Graphics
* Improving Inter-Office Communications
* Effective Business Writing
* Personnel Evaluation
* Budgeting
* Advertising Script Writing
* Better Basic Budgeting
* Handling Office Stress

CLIMB YOUR WAY TO THE TOP



Having a degree isn't enough these days. Education is an ongoing experience. Stay a step ahead of the competition by enrolling in one of our Continuing Education Classes or Seminars. Several areas of study are available. For more information, call

555-7621

Houston College
Ellington Heights, Utah

097Y-5.EPS

SSSneak away for the weekend

Need some time alone with each other? There's no need to roam far from home. Enjoy the tranquility of nature in a secluded, romantic country setting just a short 30 minutes from the downtown area. Call today and make your reservation.
555-2934

Melanie's Bed and Breakfast

097Y-6.EPS

Before You Take The PLUNGE...
know what you're getting into!

097Y-4.EPS

Home Improvement Crash Course

Knowing how to perform basic maintenance and home repairs can save time and money. Learn how in this four-week course. It meets every Tuesday in June at our 1238 S. Main location. The cost is $36 per person. Call today to register.

555-7243
TUESDAYS IN JUNE from 5 p.m.–9 p.m.

BSS BUILDERS SUPPLY SURPLUS

Albergetti Furniture & Appliances
1241Ø E. Central Ave.
Mon.–Sat. 9 a.m.–9 p.m.
Be sure to visit us at our newest location: 1524 W. Hampton, in The Mahomet Shopping Mall.

20 to 60% OFF

STOREWIDE CLEARANCE

EVERYTHING MUST GO

Hurry! Sale Ends Saturday

...and we mean EVERYTHING!

It's wall-to-wall savings time! We need room for the new merchandise arriving daily. So, prices are slashed on everything in sight. Save on washers, dryers, dishwashers, air conditioners, ranges, sofas, loveseats, chairs, bedroom and dining room furniture, and much, much more thru this Saturday.

APPLIANCES & FURNITURE

Here are just a few of the incredible values available!

Scrubzit Dishwasher $379.99
PotCleaner & EnergySave features.

CleanzitAll Washer $469.99
SuperClean Cycle feature.

CoolIt Air Conditioner $259.99
10,000 BTU unit.

Comfort Recliner $399.99
The ultimate in comfort.

Camel Back Sofa $679.99
Classic styling, solid colors.

Dining Room Set $689.99
Solid oak in classic styling.

Deluxe Bedroom Set $999.99
Oak bed, nightstands, and dresser.

Entertainment Center $579.99
Solid oak space-saving unit.

095Y-2.EPS

Below: Substitute *Print Media Service* art for lettering. Designer replaced "oo" in "Looking" with binoculars in birdwatcher art.

We've Got What You're Looking For...

- Cards
- Posters
- Collectibles
- Craft Items
- Magazines
- Perfume
- Framed Art
- Unique Gifts
- Fresh Flowers

Grand Opening! Friday, June 7th 9 a.m.

Open Monday to Saturday 9 to 9, Sunday 11 to 5

Jones Gifts
220 E. Lindow Ln.

097Y-3.EPS

EYES OCT. 95 PRINT MEDIA SERVICE

Buying Your First Home Can Be Pretty Scary Stuff...

Offices are open weekdays from 9 a.m. to 6 p.m., but we can make appointments for a time more convenient for your schedule.

Let the real estate experts make it a pleasant experience for you. Together, we'll find the perfect house to fit your needs and your budget. We can even help you find affordable financing!

Chad R. Jones
North Towne Branch
office: 555-8243
mobile: 555-3845

Ben "Bunky" Reeves
Hampton Estates Sales
office: 555-5435
mobile: 555-7557

Susan Drury
Main Street Branch
office: 555-6326
mobile: 555-8832

Dale J. Frampton
East Plymer Branch
office: 555-9924
mobile: 555-5376

TOWN & COUNTRY REALTY

097Y-2.EPS

Catch The BIG One! Summer Sale

50% off All Summer T-Shirts
20% off All Polo Shirts
20% off All Summer Tank T-Shirts
30% off All Baseball Caps
20% off Specialty Lettering
30% off Team T-Shirts
20% off All Henley Shirts
40% off All Clearance Items

The Shirt Shop
1265 E. Beach Ave. • 555-3082

096Y-3.EPS

JUNE 8th & 9th

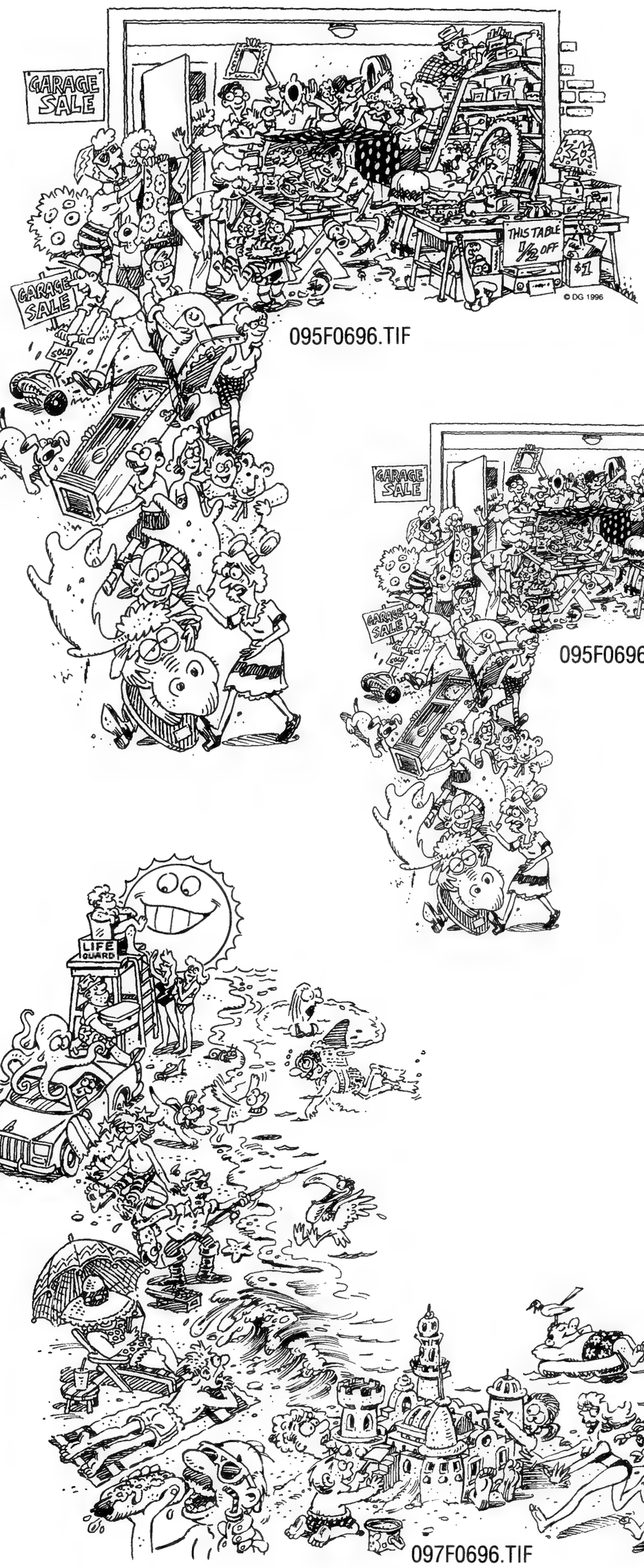
TENT SALE

TENT SALE!

20% to 70% off selected merchandise STOREWIDE

SPORTING SQUARE • 212 W. Allen Rd.
Look for the tent in our parking lot

094Y-1.EPS



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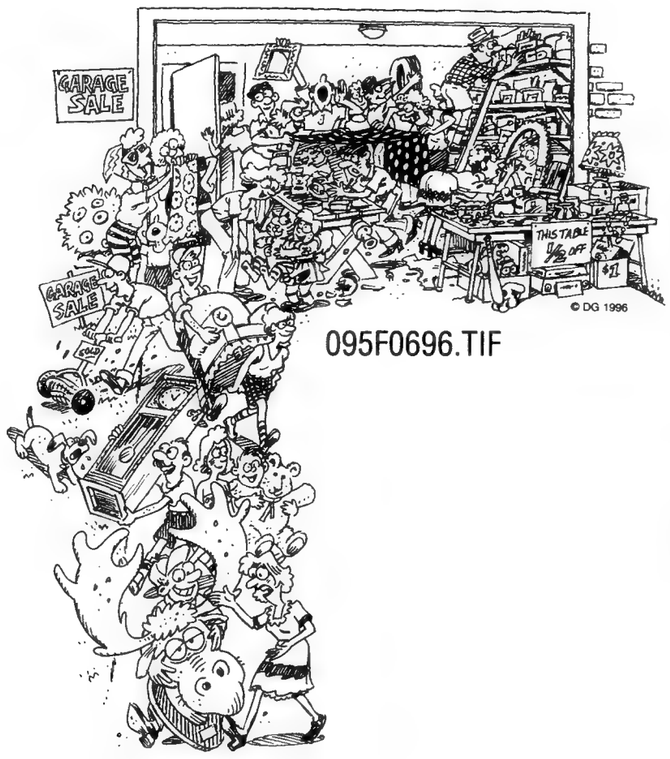

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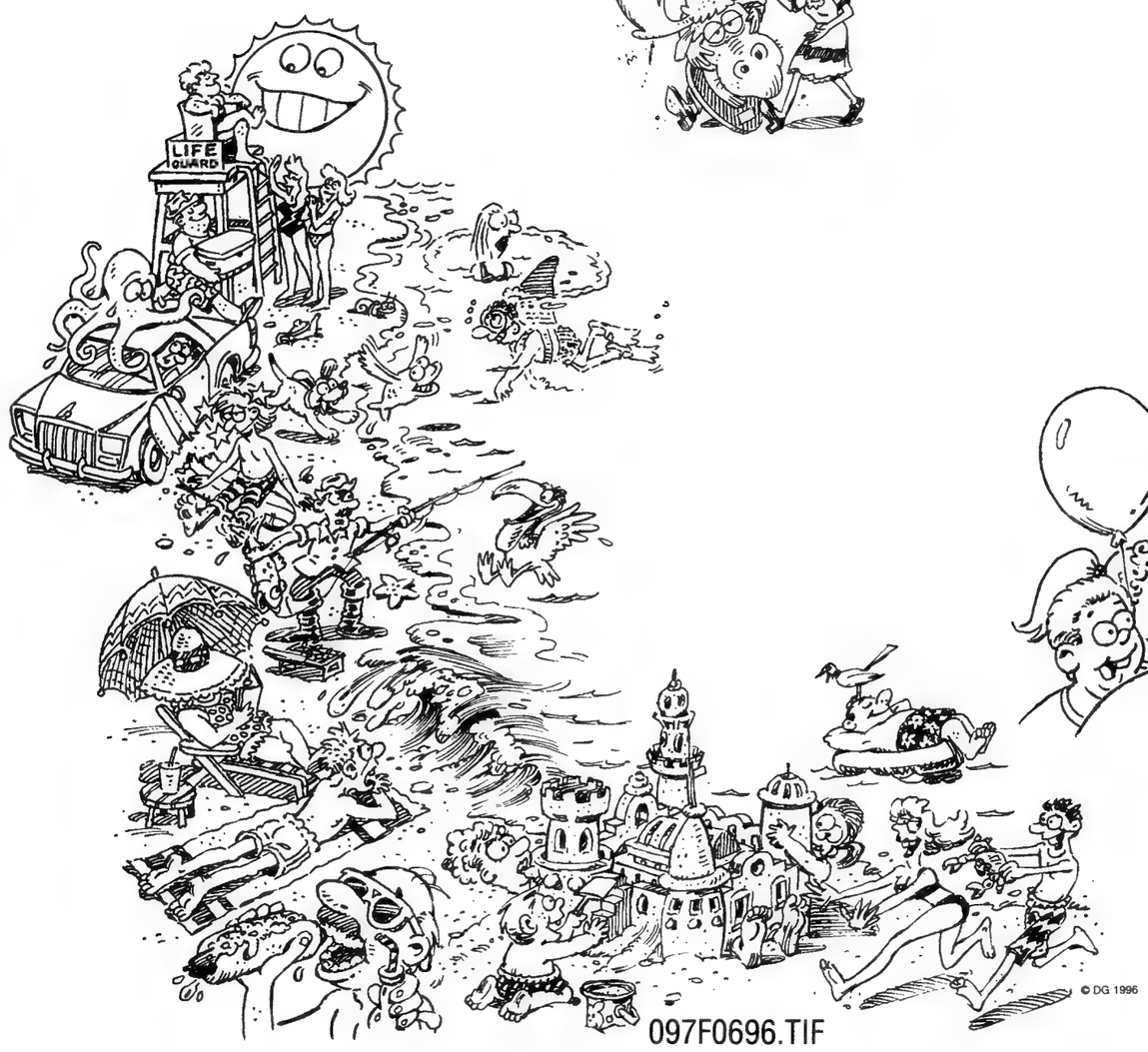

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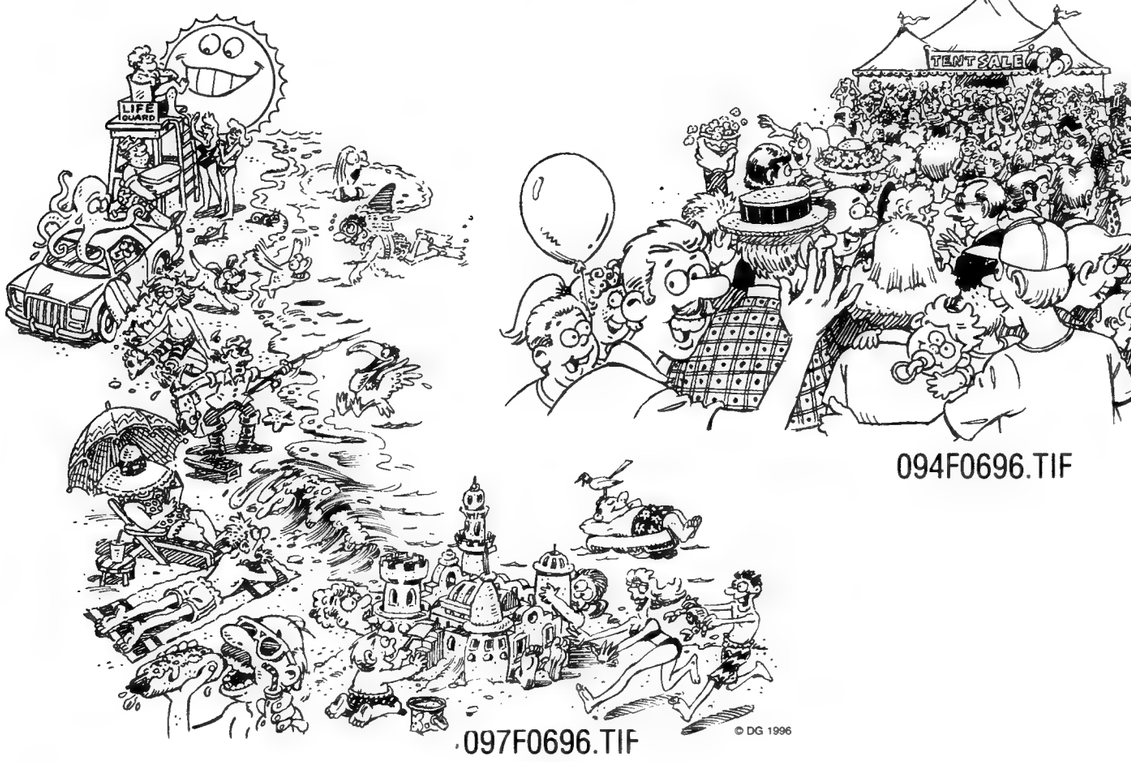

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SUMMER Savings

Shop now and save on these great deals!

Naturalesque **Deep Tan Lotion** ... $3.55

Naturalesque **Sunblock** $3.95

Sandstorm **Beach Sandals** $2.85

Bermuda **Sand Toy Kit** $5.35

Beachy Keen **Picnic Blankets** $7.85

DuraBuilt **Foam Cooler** $3.85

Save 30% on All Sun-Lovin' Beach Towels
Reg. $15.99, now $10.99

Bergan Saxx
Pinta Mall • M–S 10–9

HEADLINE JUNE 93 PRINT MEDIA SERVICE CLOWN MAR 95 CLIPPER

010Y-1.EPS

SUN SYMBOL MAR 95 CLIPPER

Basketful of Bargains

Save up to 50% on quality kids' summer clothes from famous makers like:

- Kid Karnival
- Pink 'n' Pretty
- Lil' Ones
- Treasure Chest
- Confetti
- Rough 'n' Tough
- Youngsters
- Bloomin' Togs
- Kidz Klothes
- Mudd Pies
- Carly's Stuff
- Silly Critters

Sale ends Sunday, June 16, 1996

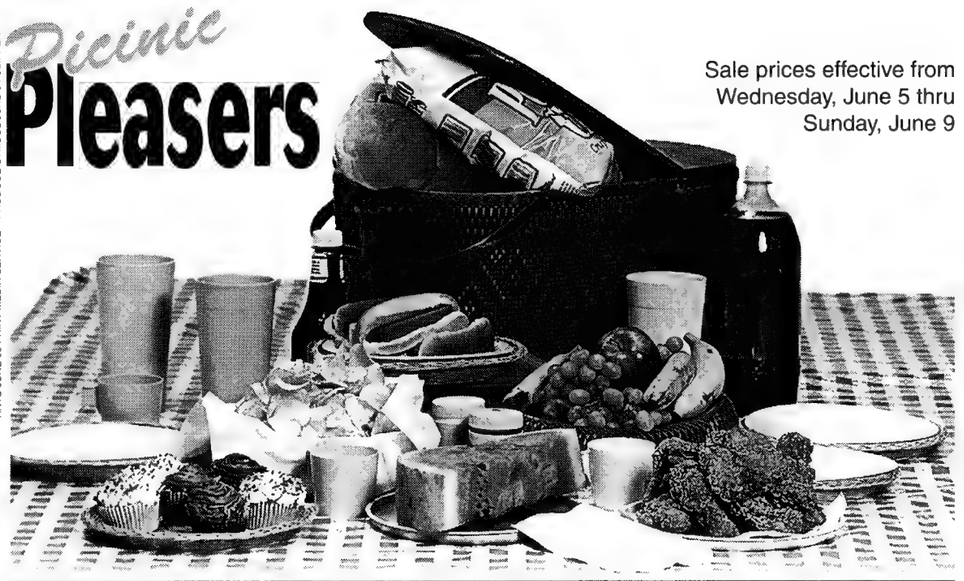
Kid Karnival
Clothing Store
3200 West 6th Street
M–S 9–9 • 555-4598

009Y-1.EPS

Picnic Pleasers

ANTS JUNE 95 PRINT MEDIA SERVICE PRODUCE SYMBOL JUNE 94 CLIPPER

Sale prices effective from Wednesday, June 5 thru Sunday, June 9



PARTHENON SYMBOL APR 95 CLIPPER

We Take Pride In America

On Flag Day, we take this time to honor all of the women and men who have fought and died to keep the land that the flag represents free. Long may it wave over this land where all people can achieve their dreams.

"Serving the community for over 50 years"

CENTRAL SAVINGS BANK
182 North Main Street • M–F 9–5 • 555-4753

011Y-3.EPS

You Deserve The Best

Treat Yourself Like A King Or Queen!
Pamper yourself with a great vacation package.

Ultimate Getaway
A two-week, beach-side getaway. Price includes car rental, meals, and gratuities.
Only $799 per person

The Fast Break
A one-week, beach-side getaway. Price includes car rental, meals, and gratuities.
Only $499 per person

These special package prices are good during June only.

Sunnyside Resorts 1-800-555-TRIP

007Y-1.EPS

STARS JULY 94 PRINT MEDIA SERVICE SWIMMER SYMBOL NOV 95 CLIPPER

Something To Celebrate

When you want to get in shape...
Women's Hiking Boots $39.95
Women's Running Shoes $52.95

we've got what you're looking for!
Men's Hiking Boots $49.95
Men's Running Shoes $62.95

The Athletic Outlet
474 S. Kedzie • Mon.–Sat. 10–9

011Y-2.EPS

Shop the one-stop store for all of your picnic needs!

1 lb. loaf sliced **Wheat Bread**	$1.85	8 oz. can Fireside **Pork 'N' Beans**	$1.25	100 ct. pkg. **Paper Plates**	$1.15
12 oz. jar Olto **Mustard**	$2.25	10 oz. bottle Klein **Ketchup**	$2.25	100 ct. pkg. **Napkins**	$1.15
1 lb. bag Krunchee **Potato Chips**	$2.15	8 ct. pkg. **Hot Dog Buns**	$1.15	50 ct. pkg. **Foam Cups**	$1.15
1/2 lb. Deli **Onion Dip**	$1.85	1 lb. tub **Potato Salad**	$1.95	Extra Fudgie **Brownie Mix**	$1.85
1 lb. pkg. Beef **Hot Dogs**	$2.35	1 lb. Bermuda **Onions**	$1.85	1 gal. Dairy Fresh **Ice Cream**	$1.75
1 lb. pkg. Beef **Bratwurst**	$3.85			1 gal. 2% or Skim **Milk**	$1.95

Consumer's Market
1323 W. Sycamore Road • 555-9876
Open 24 hours • Major credit cards accepted

009Y-2.EPS

"FATHER S DAY" JUNE 93 PRINT MEDIA SERVICE MAN W/BURGERS JULY 95 PRINT MEDIA SERVICE FATHER & CHILD MAR 95 PRINT MEDIA SERVICE

Supplement to The Journal, Sunday, June 9, 1996

Your Gift Guide For

Father's Day

Look inside for great gift options for Father's Day. Get the scoop on the hottest and most unique gifts for Dad!

008Y-1.EPS

FOUNTAIN JUNE 94 CLIPPER

Give Dad The *Royal Treatment*

Try one of our marvelous Venetian dinners for only $17.95

Present this ad and receive a free dessert!

Italian Gardens
1200 North Chicago • 555-9876

007Y-2.EPS

HOT Deals

These special sale prices are good through this Saturday only!

Choose from dozens of super summer values and save during the

50% off Sizzling Clearance Sale!

Tough Tool **Hammer**	$7.85	Water Winkie **Sprinkler**	$12.85
16-piece household **Tool Set**	$10.85	Multi-position **Resin Chair**	$14.85
Riptide **Super Hose**	$8.85	5 lb. bag **Potting Soil**	$3.85
		Patio-size **Resin Table**	$17.85
		Re-Finish Pro **Varnish**	$5.85
		Semi-Gloss **House Paint**	$6.85

BERNARDI HARDWARE
422 East York • 555-TOOL

"HOT" JULY 94 CLIPPER HARDWARE SYMBOL OCT 94 CLIPPER

010Y-2.EPS

011Y-1.EPS

STARS JULY 94 PRINT MEDIA SERVICE

ALL-AMERICAN SALE

Drive A Quality Pre-Owned Car Home Today!

1989 Kord Olympia Low miles ... $7,980	**1989 Kord Vesuvius** Low miles ... $8,980	**1989 Kord Olympia** Great gas mileage ... $9,980
1992 Montana Sunburst Lots of extras ... $8,980	**1992 Montana Butte** Lots of extras ... $9,980	**1992 Montana Sunburst** Lots of extras ... $8,980
1990 Arcadia Minivan Custom paint job ... $9,980	**1988 Arcadia Minivan** Custom paint job ... $10,980	**1993 Arcadia Wagon** Low miles ... $12,980
1989 Kord Cheetah Super sports car ... $10,980	**1989 Kord Olympia** Great gas mileage ... $11,980	**1989 Kord Minivan** Lots of extras ... $9,980
1993 Venus Comet Great gas mileage ... $7,980	**1993 Venus DeMilo** Low miles ... $12,980	**1992 Venus Comet** Custom paint job ... $10,980
1987 Arcadia Speedster Low miles ... $8,980	**1994 Montana Sunburst** Lots of extras ... $8,980	**1993 Arcadia Sedan** Great gas mileage ... $11,980
1987 Venus Sportster Lots of extras ... $9,980	**1990 Arcadia Speedster** Great gas mileage ... $9,980	**1994 Montana Butte** Lots of extras ... $8,980
1987 Arcadia Wagon Great gas mileage ... $10,980	**1994 Arcadia Speedster** Low miles ... $14,980	**1993 Arcadia Roadster** Low miles ... $12,980

Theobald Motors, Inc.
444 W. Billings Pkwy. • 555-CARS
Open Mon.–Fri. 9–6, Sat. 9–8

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010REFLECTED

Photos are offered in 170 dpi and 300 dpi formats.
High-resolution (300 dpi) files are denoted with an "H" on your CD.

011P0696.TIF

008P0696.TIF

008REFLECTED

THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

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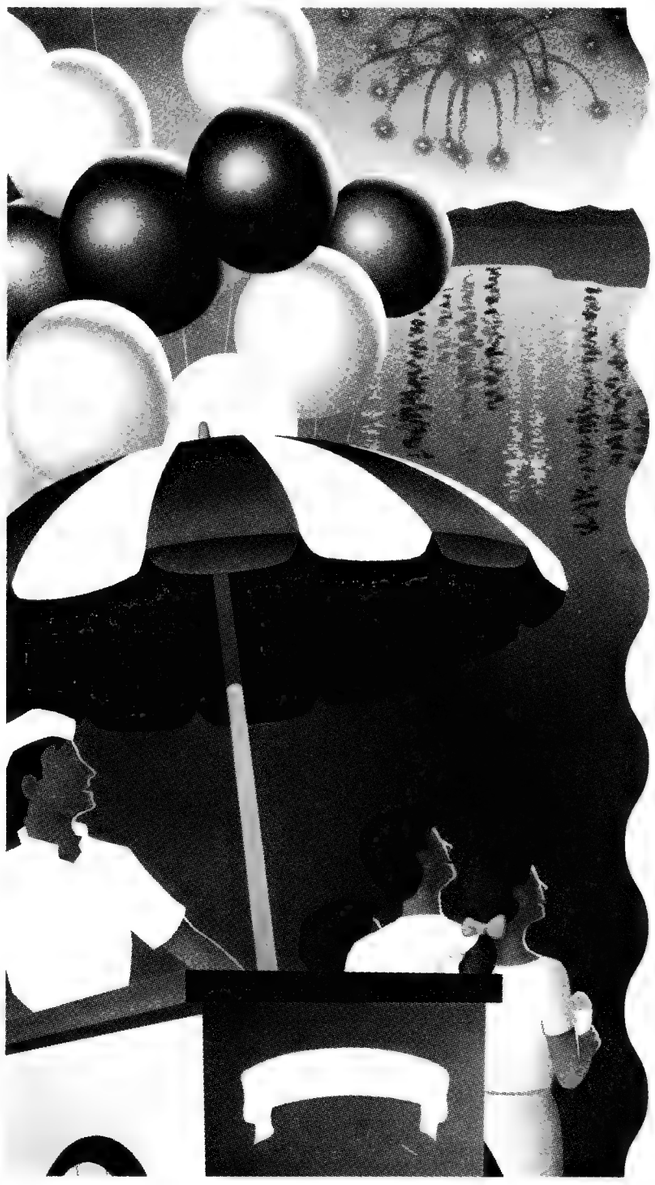


Supplement To The Daily Times
Saturday, June 8, 1996

Summer Festival of Savings

Celebrate summer with the freshest foods in town!

Super sale prices and money-saving coupons inside!

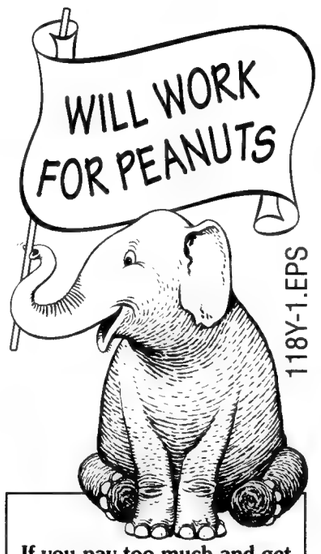
Lee Country MARKET

466 Morris Pkwy.
732 N. Nebraska Dr.
Open 24 Hours

002Y-1.EPS

Full-color printing not in your budget? No problem!

Print Media Service color separations don't have to be printed in full-color. You can use just one of the plates to print in a single color, or use two of the plates to create a duotone. On the example shown left, the cyan plate is printed in black and the magenta plate is printed in Pantone #485.



118Y-1.EPS

If you pay too much and get lousy service, remember this. You always get great service and low prices here!

Quality cleaning and excellent service are what keep our customers coming back, and makes them recommend us to their friends. Come see us today!

- Shirt Service • Repairs • Alterations
- Suede Cleaning • Leather Cleaning
- Wedding Gown Preservation

During June, get two suits cleaned for the price of one! Offer good thru 6-30-96. **$7.99**

Canen Dry Cleaners
588 S. Main St. • 555-8977

049Y-1.EPS

FRESH DEALS

Add the fresh taste of dairy products to your menu. Whether it's cheese, sour cream, milk, cottage cheese, or ice cream, you'll love it!

Special Dairy Deals

Celebrate National Dairy Month and take

20% OFF

the price of selected dairy products.

Mitch's Super Foods
455 W. Madison • 555-8688 • Mon.–Sat. 8–10, Sun. 8–6

COW JULY 94 CLIPPER

062Y-1.EPS

DON'T MISS THE BOAT!

This Saturday only, save from **10–20%** on all in-stock outerwear. Save big on all RainShy boots–save **25–30%** on our regular low prices. Plus, keep the entire family dry with **30–40%** savings on stylish RainShy slickers.

Additional savings on • Linens • Electronics • Housewares • Clothing • Lingerie • Jewelry • Shoes • Bedding • More

Bergan-Saxx
Lower Level
Evergreen Mall

Hours: Mon.–Sat. 9 a.m.–9 p.m., Sun. 10 a.m.–5 p.m.

110Y-1.EPS

We Get The Message Across

Your advertising reaches more potential customers when you place it in our pages! Combine over 10,000 readers and low line rates and you've got a winning package! **555-4576**

The Daily Times • 477 S. Hurlburt Ave.

Beautiful Beginnings

Start the season out right. Let us help with all of your lawn care, gardening, and landscaping!

Watering and fertilizing service cares for lawns and gardens. Cost per month: **$39**

Total garden care service includes planting, watering, and maintenance. Cost per month: **$39**

Lawn care service includes mowing, weeding, fertilizing, and watering. Three months for only: **$69**

Tree & shrub maintenance service includes trimming and fertilizing. Three months for only: **$99**

Greenscene Landscaping
877 S. Burnham St. • 555-8677

051Y-1.EPS

053Y-1.EPS

Cool Off!

...and give your skin and hair a healthy glow this summer with our luxurious Day of Beauty

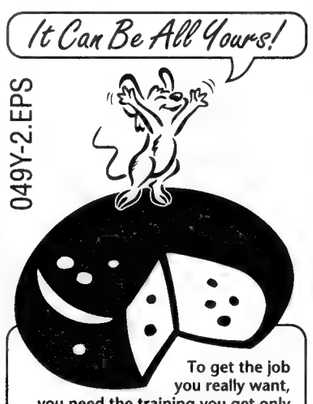
Our Day Spa offers the perfect way to relax and unwind. You begin with a long, luxurious soak in a warm mineral bath. Then, to take the knots out of those tense, aching muscles, a massage therapist gives you a massage combining shiatsu and Swedish techniques. Next, a seaweed body wrap and a sea salt body scrub draw out toxins, leave your skin glowing. Finally, a shampoo, haircut, & blow-dry styling make you look and feel beautiful.

During June, get the Day of Beauty for only **$74.99**

Beauty Boutique
455 N. Main St. • **555-7566**
Open Mon.–Fri. 9–7, Sat. 9–3

049Y-2.EPS

It Can Be All Yours!



MOUSE MAR 93 PRINT MEDIA SERVICE

To get the job you really want, you need the training you get only from a well-rounded education.

The cost of college is rising rapidly. Make learning more affordable and convenient with our low tuition rates and day and evening class sessions.

Call the Admissions Office at 555-8688 for more information and class schedules.

8327 W. School, Oak Ridge Valley **Valley College**

004Y-1.EPS

FRAME MAY 95 CLIPPER

A Supplement To The Daily Times • Sunday, June 9, 1996

Royal Gifts For Dad

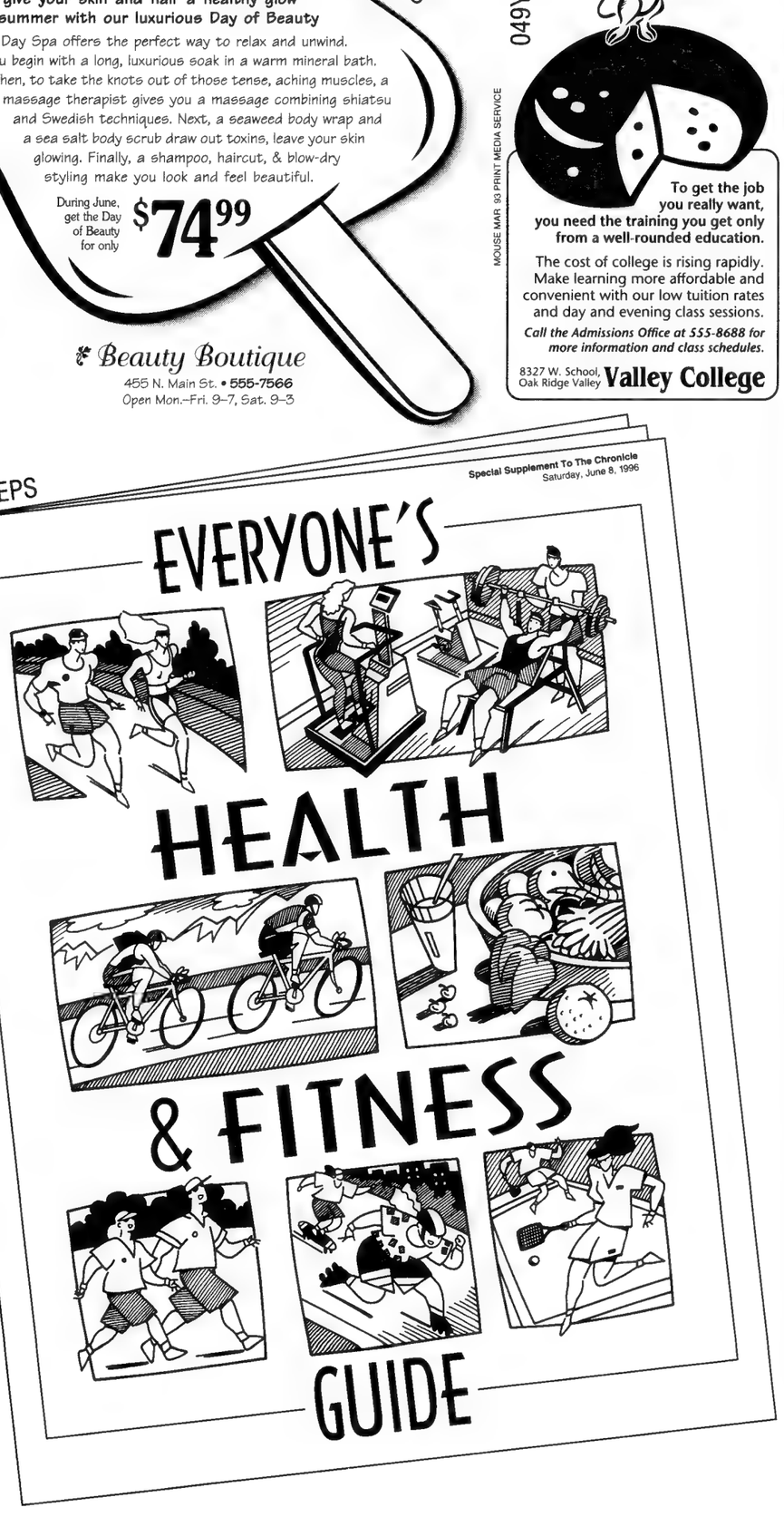
Hundreds of gift suggestions inside

Cunningham and Company

005Y-1.EPS

Special Supplement To The Chronicle
Saturday, June 8, 1996

EVERYONE'S HEALTH & FITNESS GUIDE



BLACK PLATE

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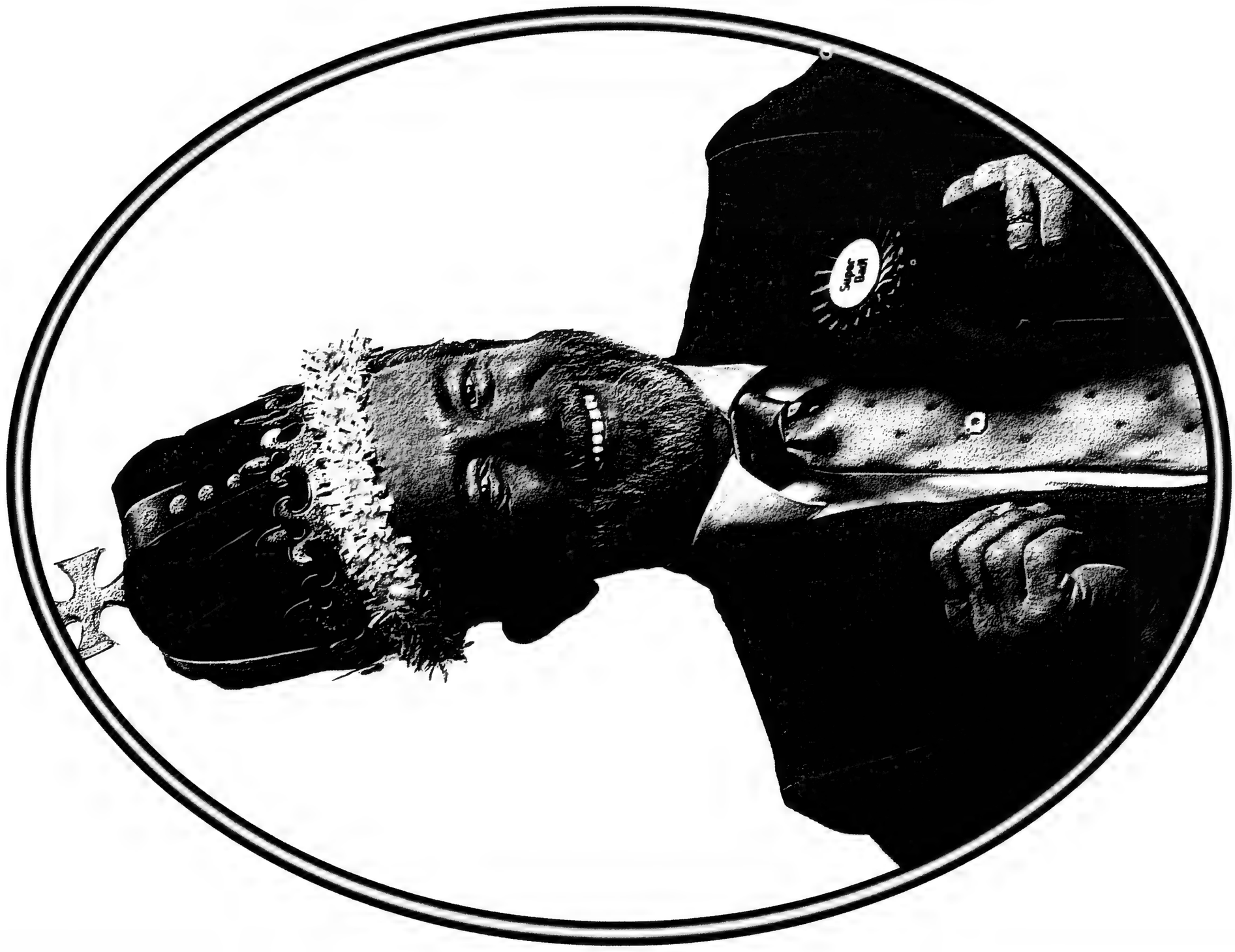
004P0696.TIF (Gray Scale)

004D0696.EPS (Small Format)
004H0696.TIF (High Resolution/Gray Scale)



COLOR PLATE

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144F0696.EPS
HEADLINE ONLY

130A0696.EPS ©DG 1996

119S0696.TIF ©DG 1996

138A0696.TIF ©DG 1996

119L0696.TIF ©DG 1996

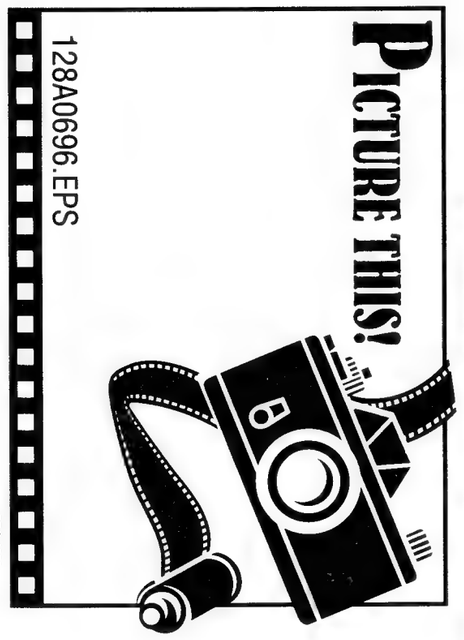
127A0696.EPS ©DG 1996

140A0696.TIF ©DG 1996

131A0696.EPS ©DG 1996

149A0696.TIF ©DG 1996

120G0696.EPS ©DG 1996



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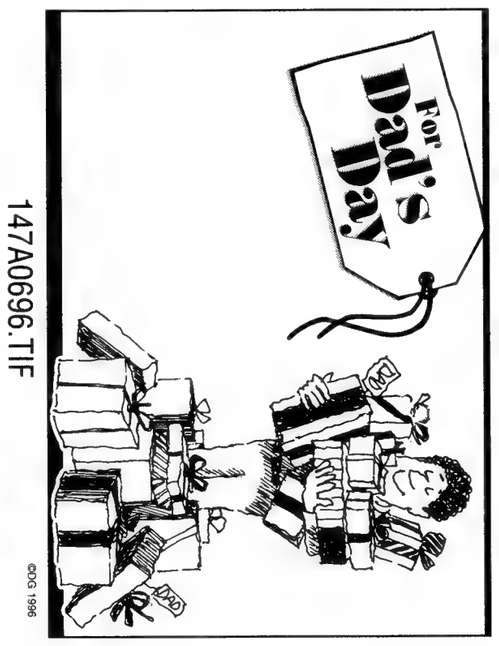

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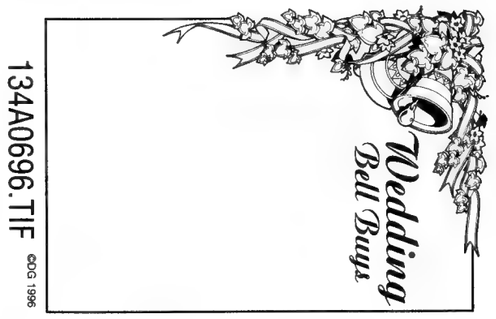

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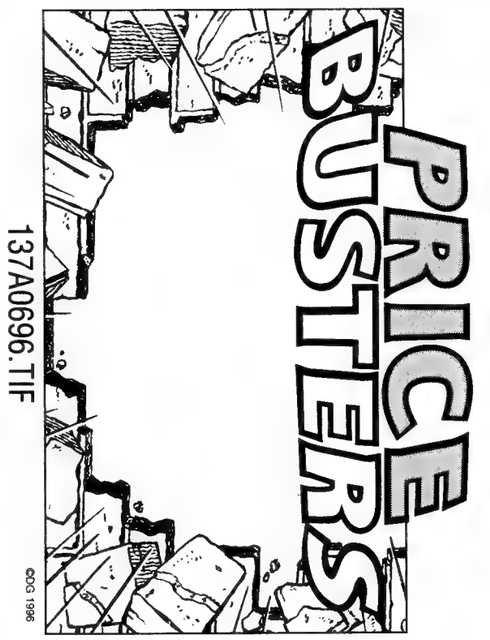

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Summer Specials

145F0696.EPS
HEADLINE ONLY

Summer Specials

FIND IT all RIGHT HERE!

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122S0696.TIF

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122L0696.TIF

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Chef's Specials

146A0696.TIF

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SOLID SAVINGS

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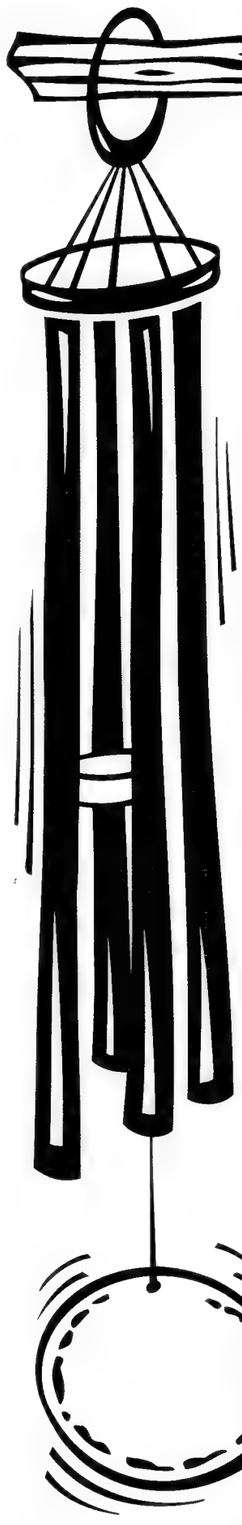
A SALE THAT WILL RING YOUR CHIMES



SECRET Savings

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121G0696.EPS

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THE RIDE Wave

152F0696.EPS

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Take a look inside...

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COAST ON IN

AND SAVE ON MERCHANDISE STOREWIDE!

154F0696.EPS

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155F0696.EPS

GREAT DADS DESERVE GIFTS

Father's Day - June 16, 1996

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Cast Your VOTE for VALUE

143F0696.EPS
HEADLINE ONLY

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Cast Your VOTE for VALUE

125F0696.TIF

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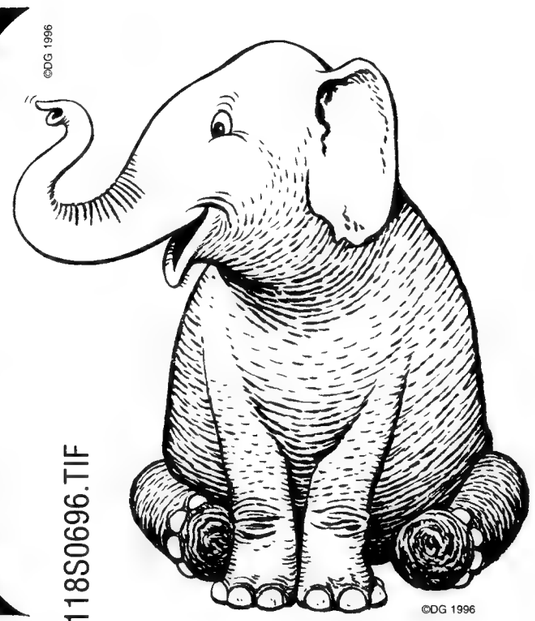

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A SAVINGS GOLD MINE

142F0696.EPS
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Rise 'N' Shine
SUPER SALE

132A0696.EPS

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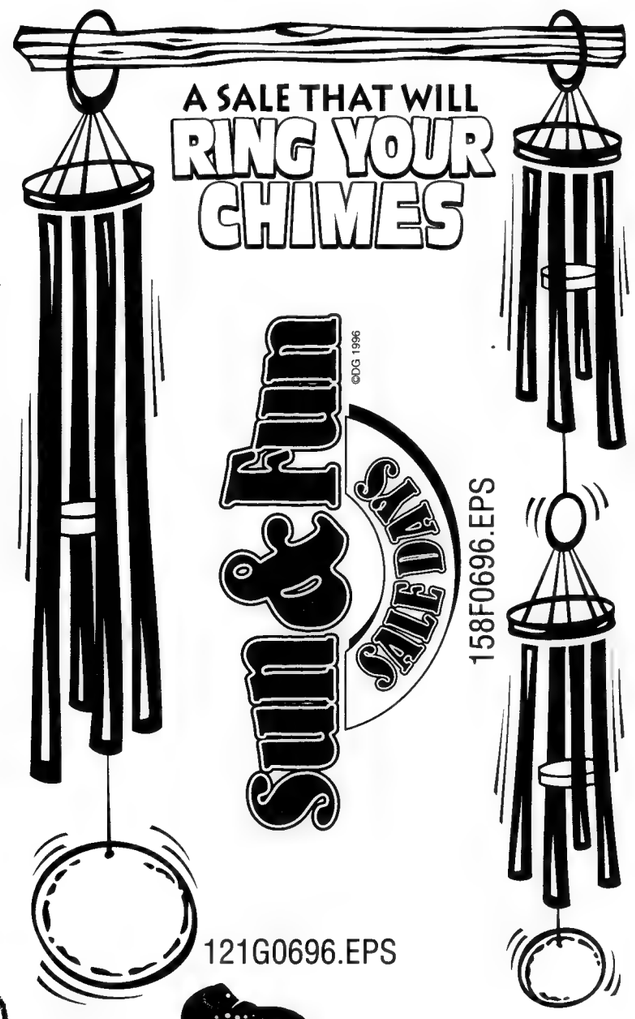

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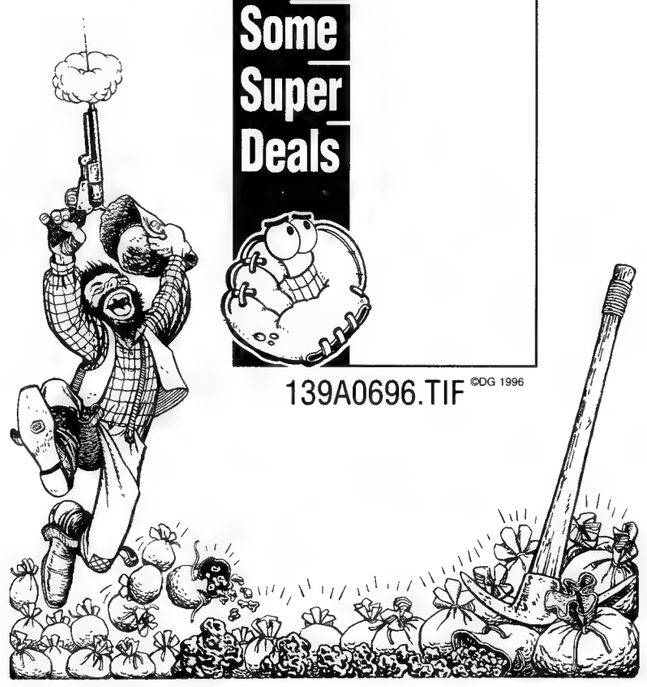
A SAVINGS
GOLD MINE



Catch
Some
Super
Deals

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Just For
Father

148A0696.TIF

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BEAUTIFUL
BARGAINS

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Exercise
Your
Shopping
Skills

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Here's Our Pitch...

QUALITY·VALUE·SERVICE

Catch The BIG One!

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Summer Pleasers

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Summer Pleasers

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RIDE THE Wave

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GREAT DADS DESERVE GIFTS

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FULL MOON MADNESS SALE

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COAST ON IN

AND SAVE ON MERCHANDISE STOREWIDE!

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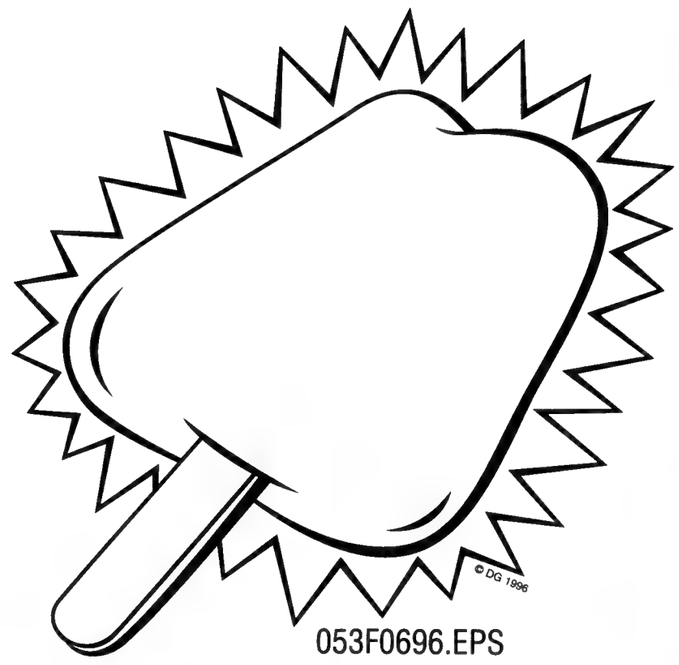

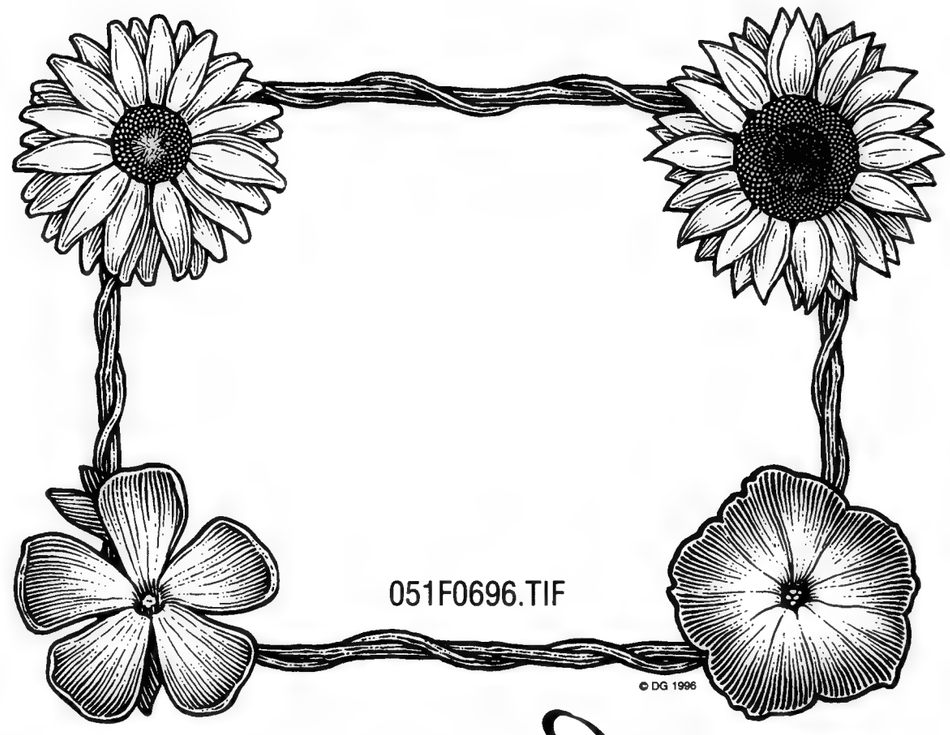

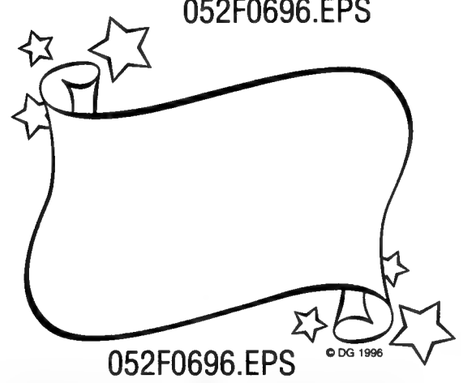

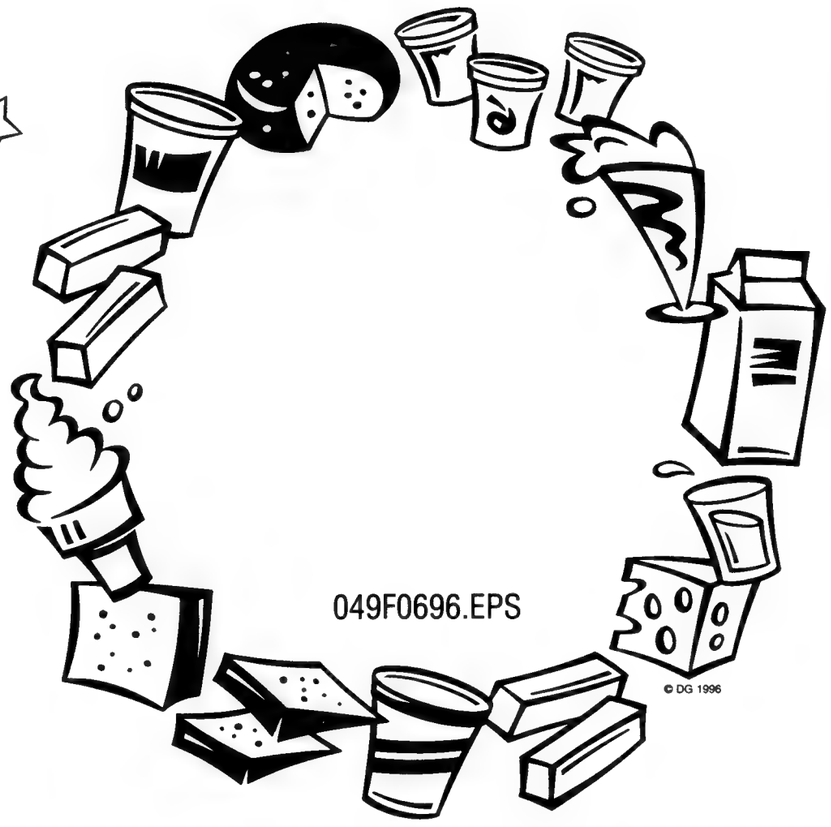

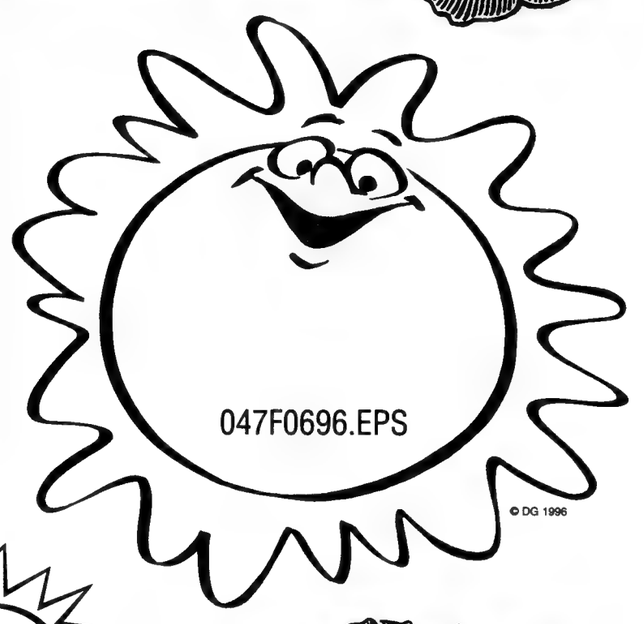

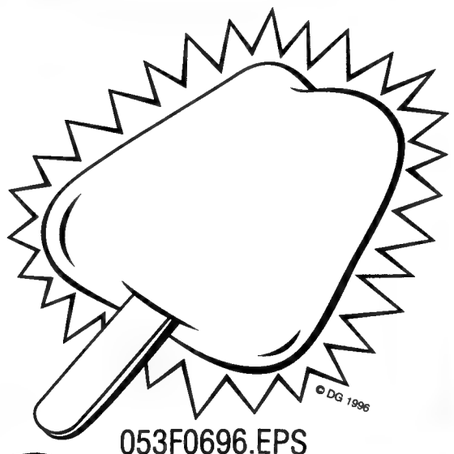

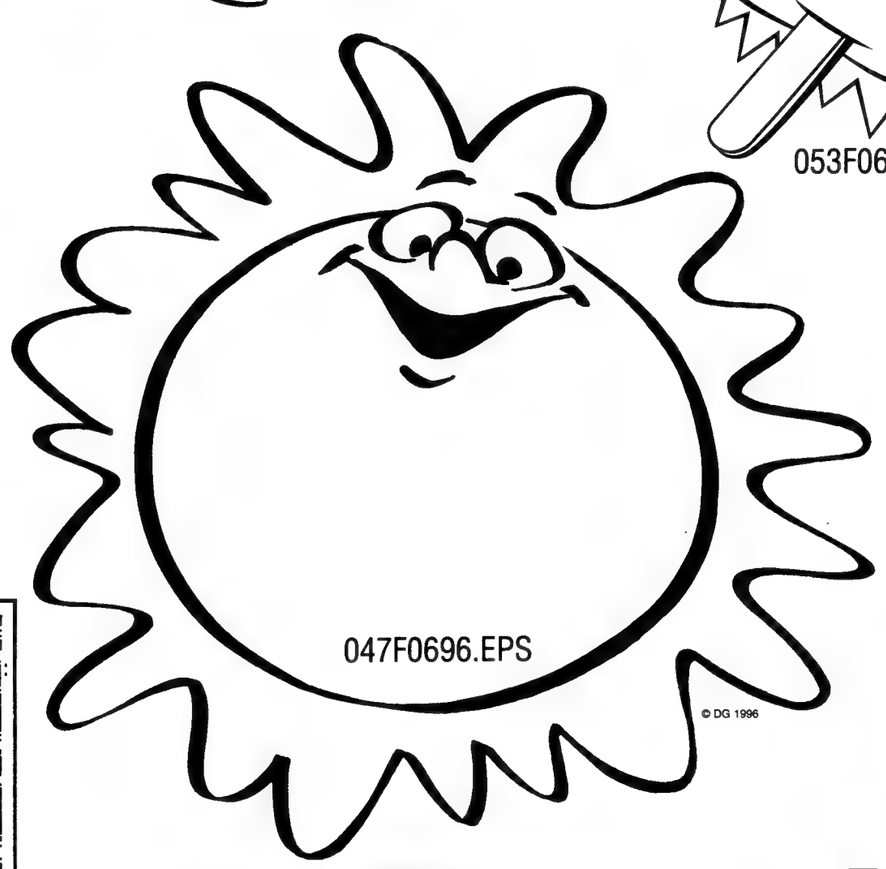

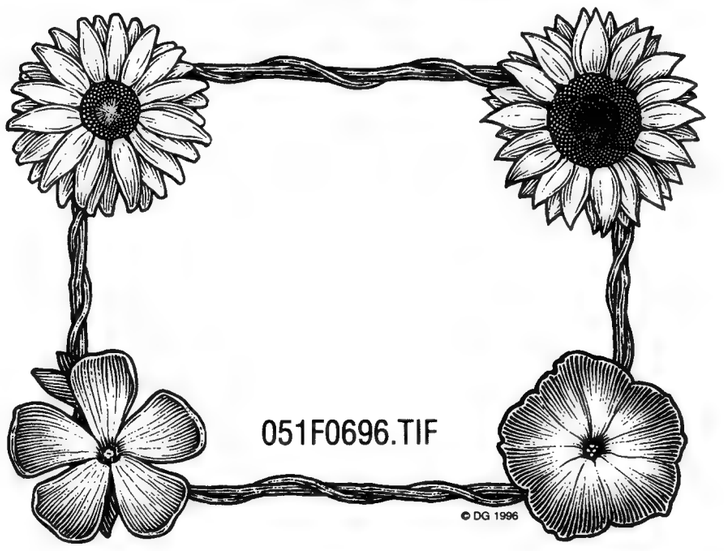

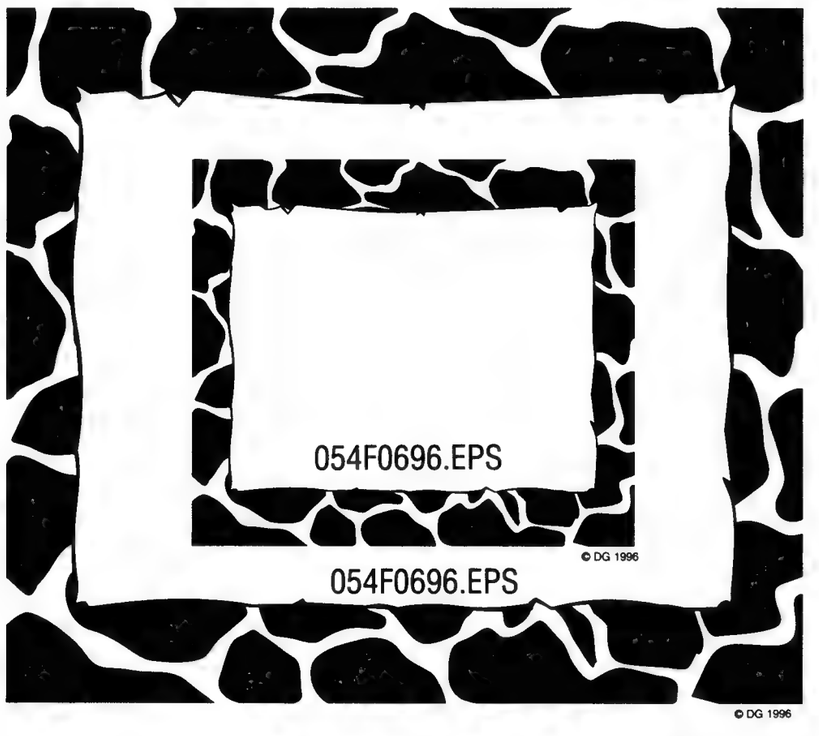

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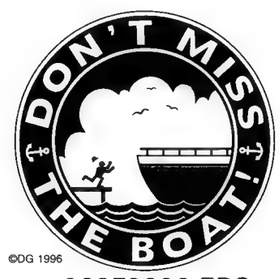

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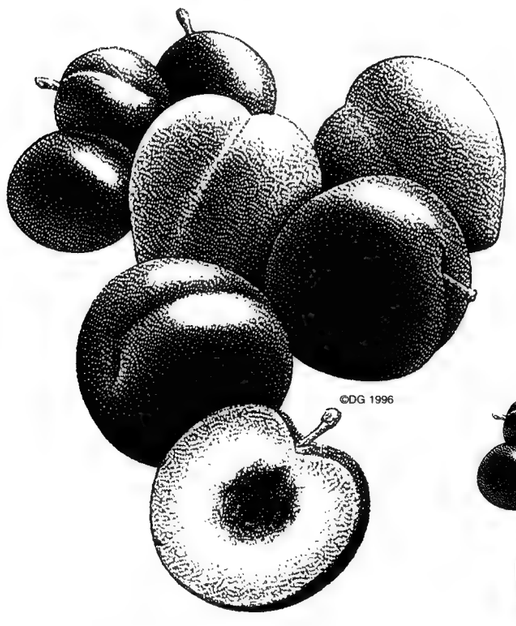

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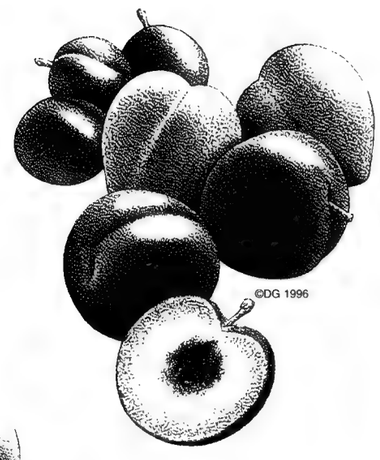

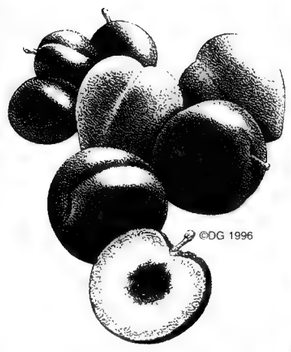

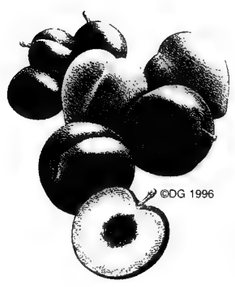

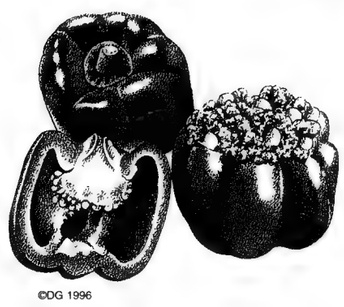

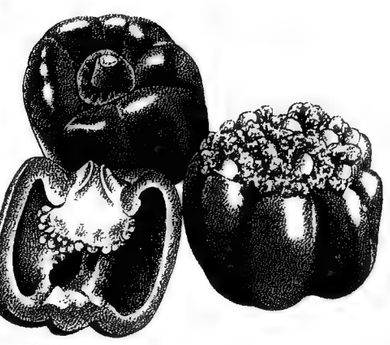

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SUBMARINE SANDWICH
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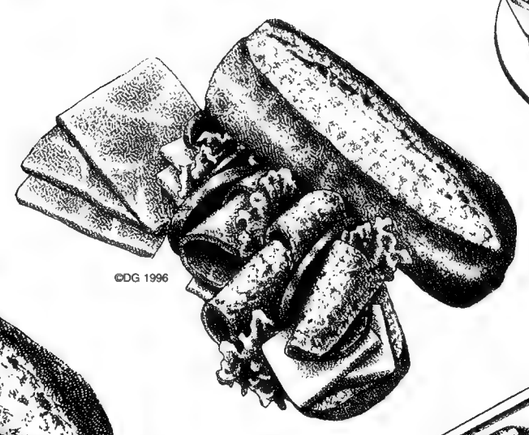

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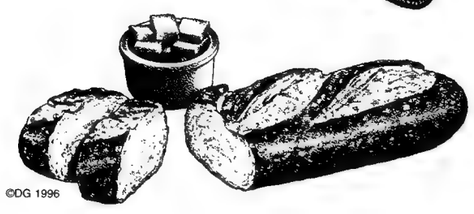

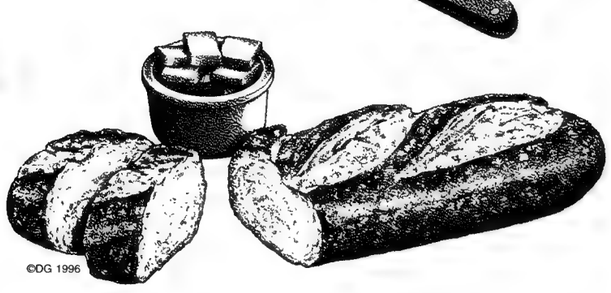

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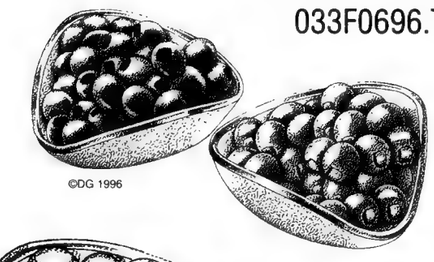

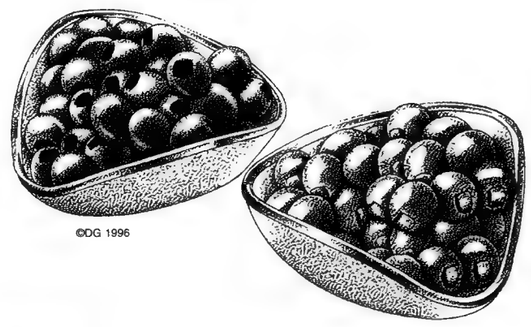

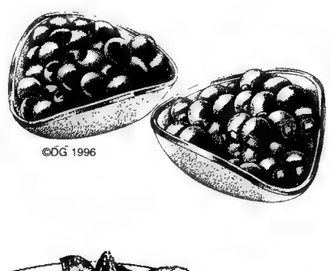

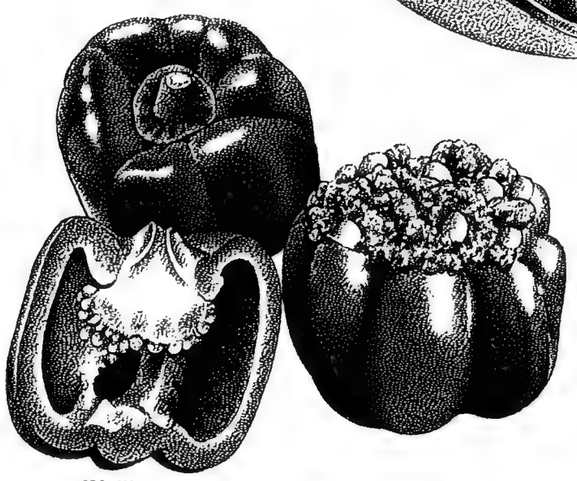

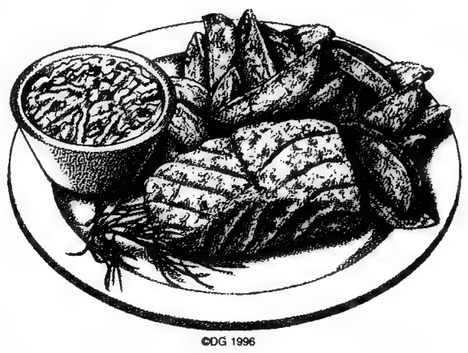

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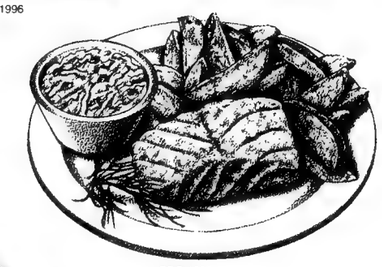

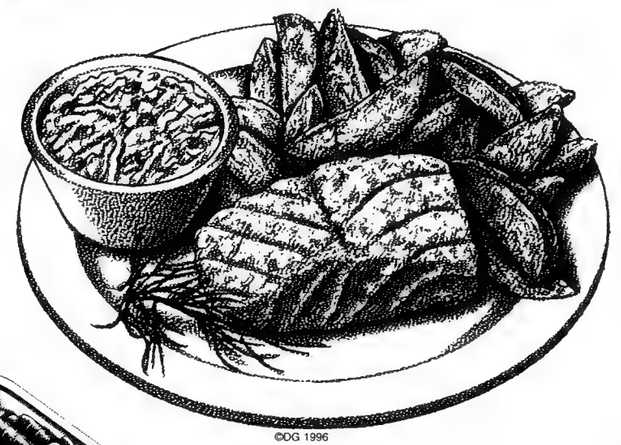

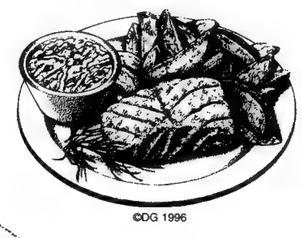

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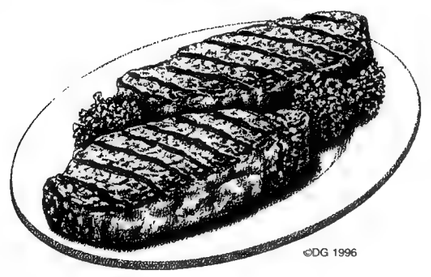

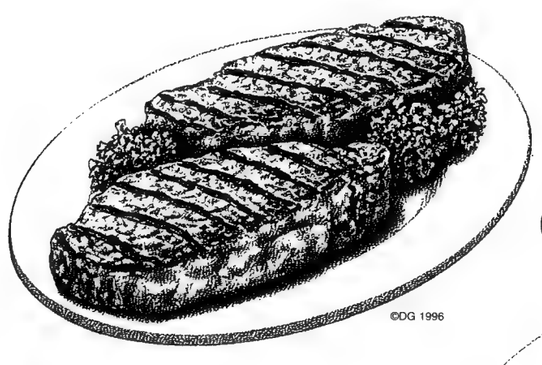

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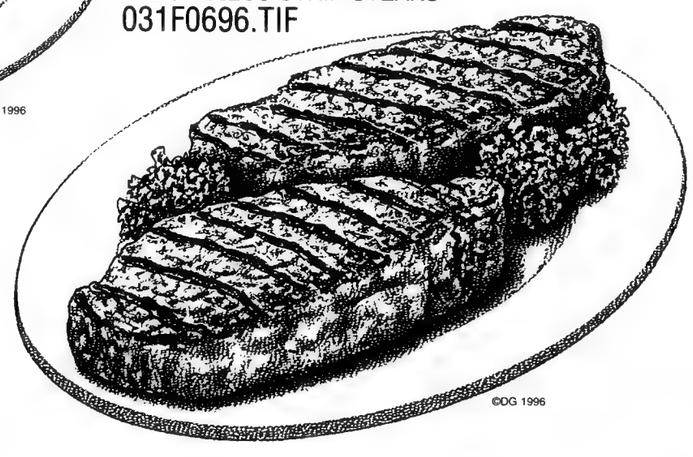

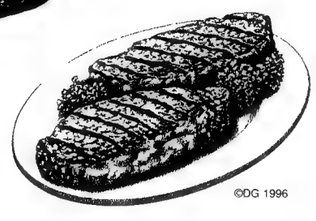

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SUPPLEMENT COVER & ART

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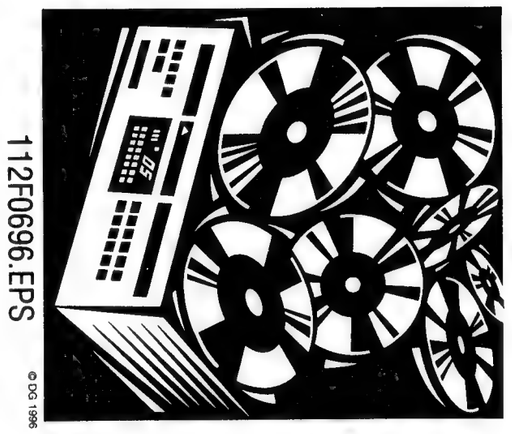
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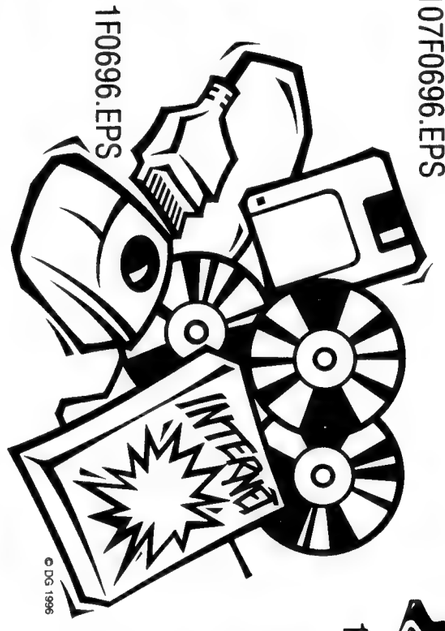
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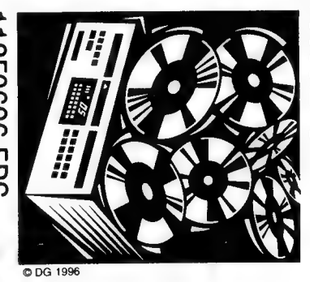
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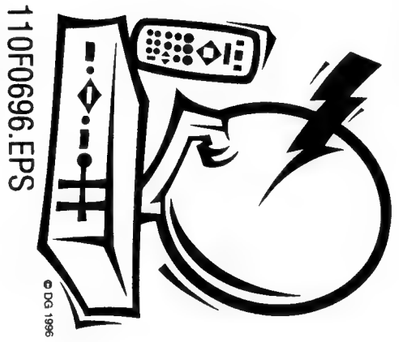
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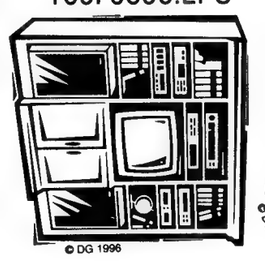
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EXTERIOR HOUSE PAINTER

046REFLECTED

044F0696.TIF

COMPUTER SERVICE AND REPAIR

044REFLECTED

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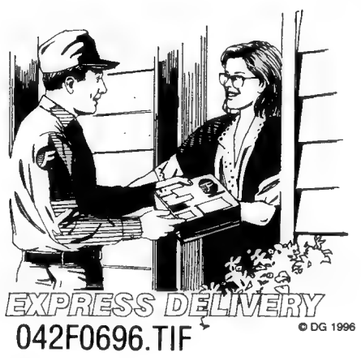
FAST DELIVERY SERVICE



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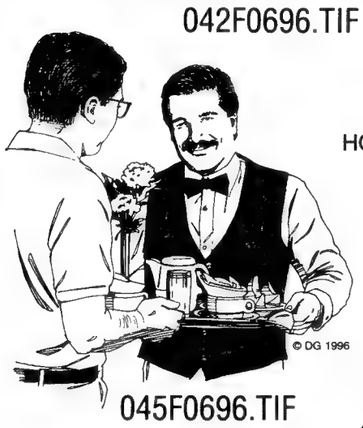

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HOTEL ROOM SERVICE

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ART SUPPLY STORE

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MUFFLER REPLACEMENT

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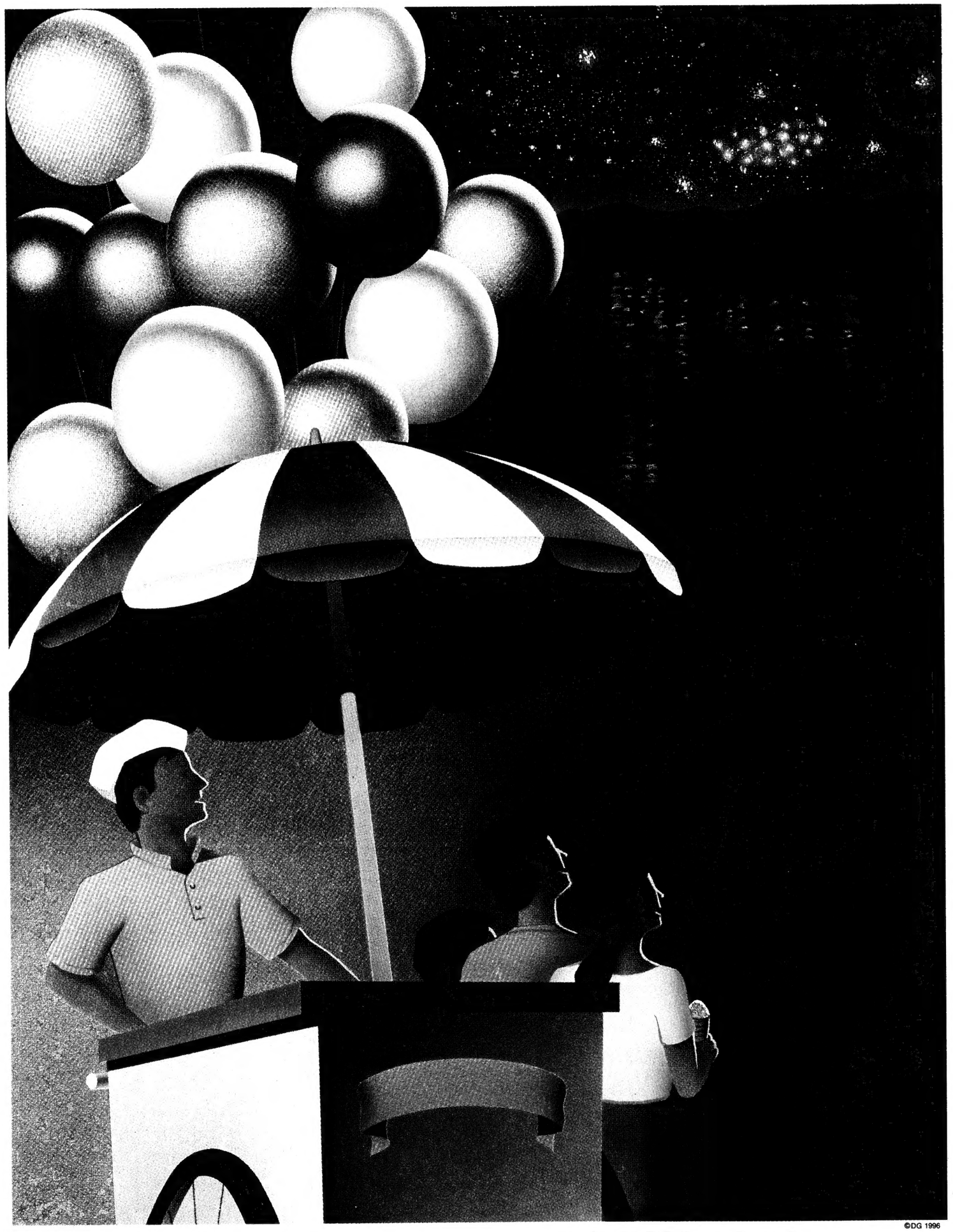

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002C0696.EPS (Color Separated, Small Format)

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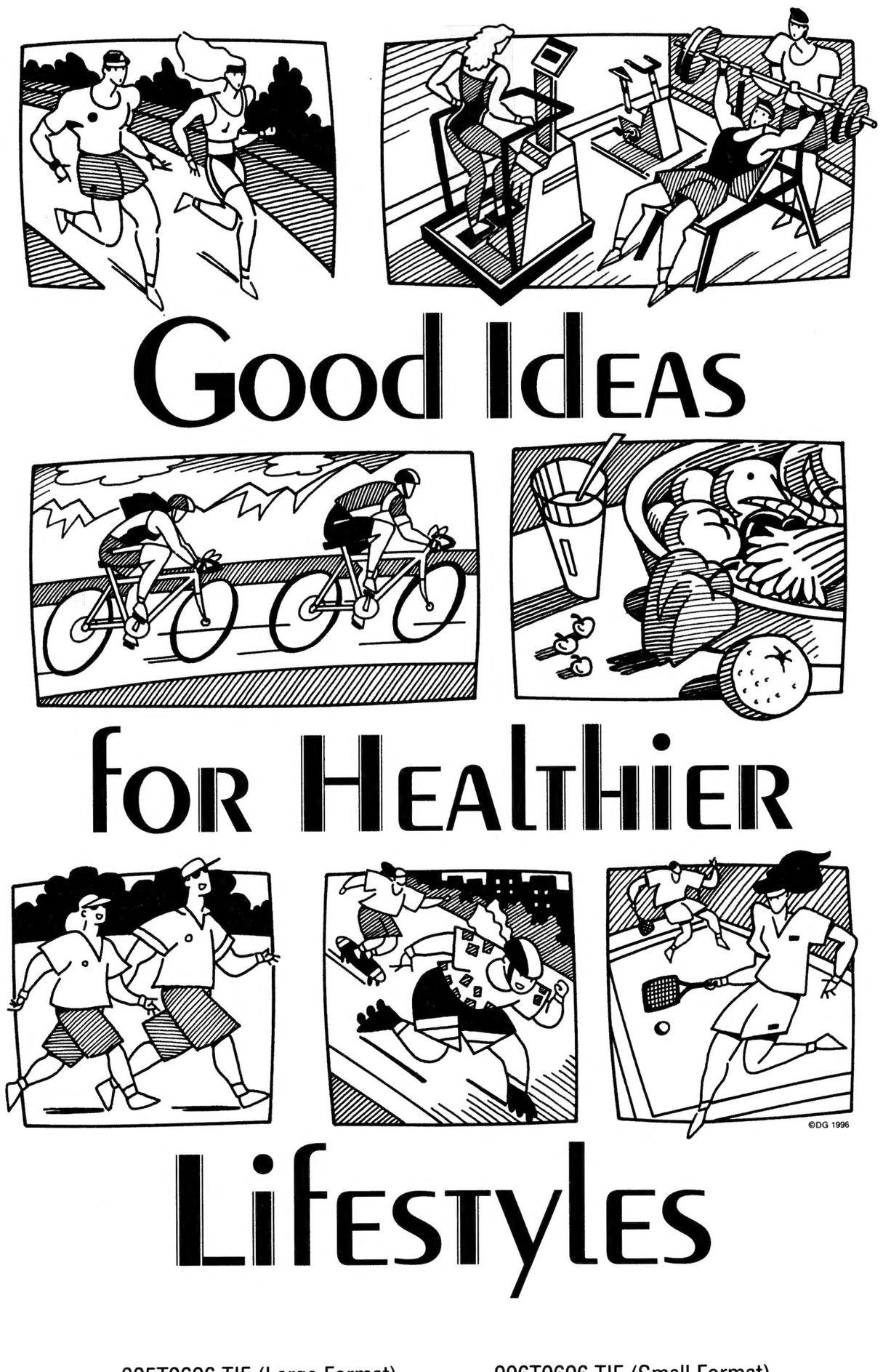

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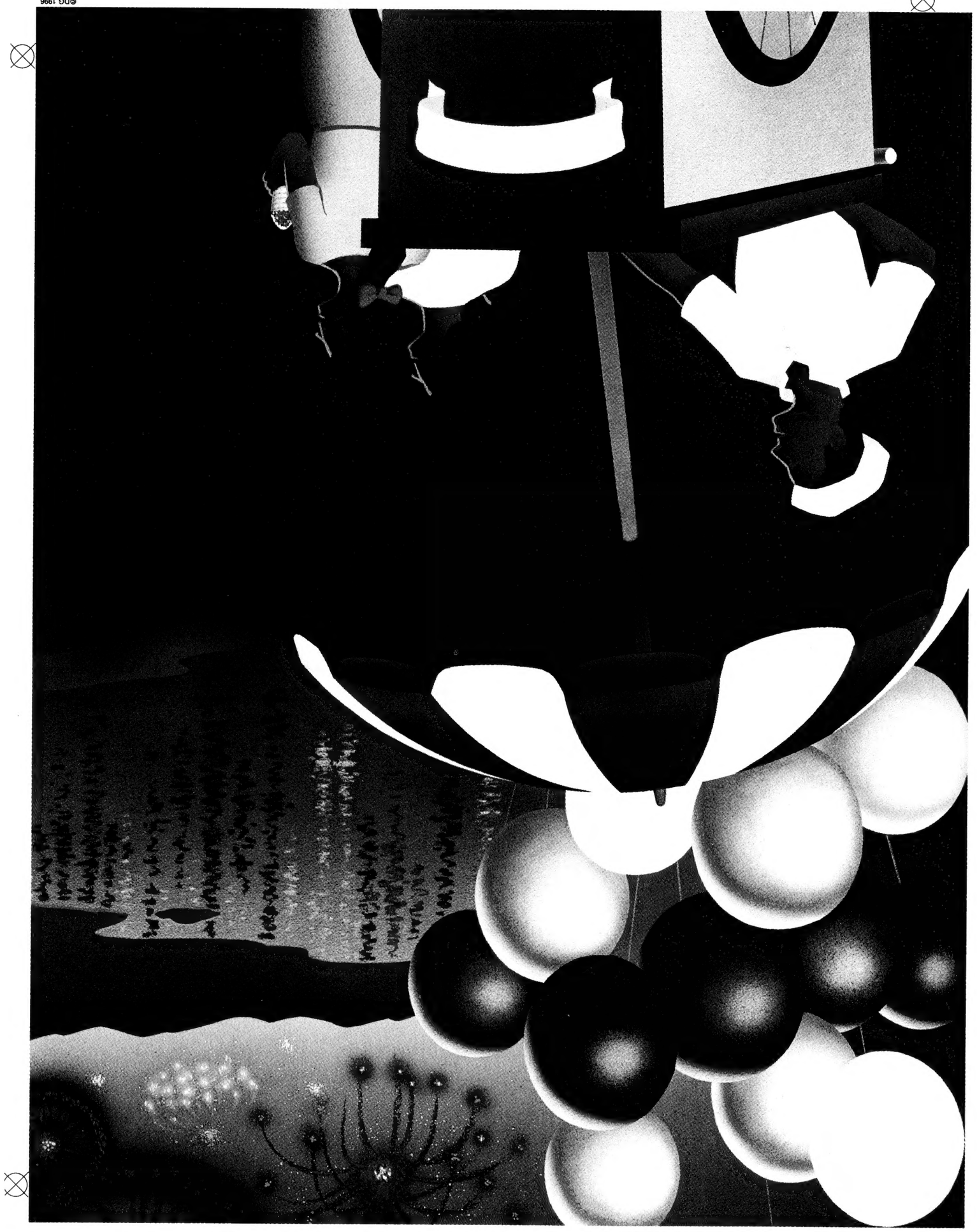
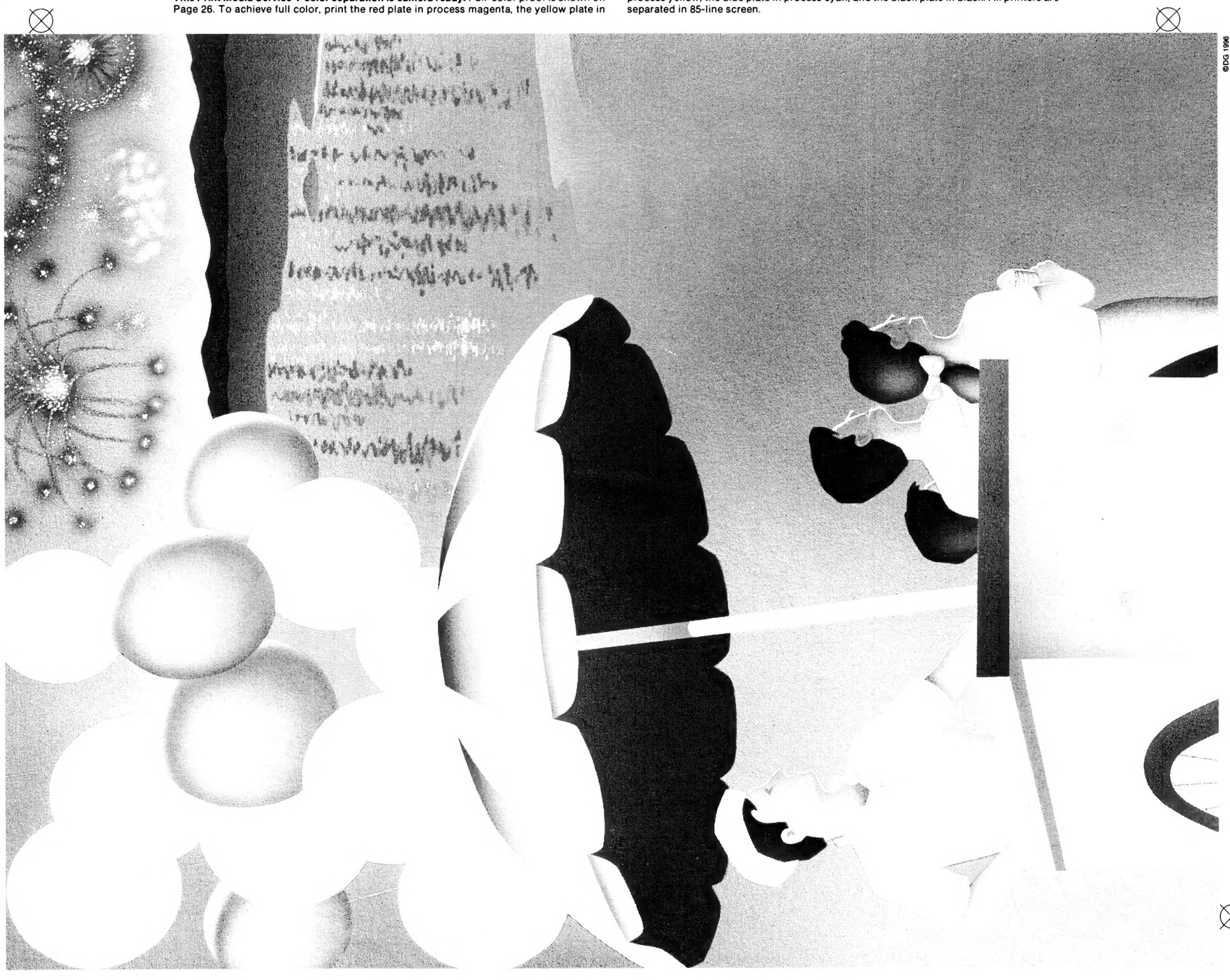
• RED PLATE



• YELLOW PLATE

• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



• BLACK PLATE

• •POCKET $25.00• •

Send us the projects you've designed using *PMS* art and pocket $25.00 each time your entry is selected as a winner in the *Print Media Service* Case History contest! New winners are chosen every month (based on originality, creativity, and quality) for publication in *Tearsheet* magazine. Monthly winners also receive a hand-lettered award certificate. Enter as often as you wish. No limit to the number of entries per person. No deadlines. No entry fees. Use the coupons below and enter now.

NOTE: Each entry is acknowledged by letter. Monthly winners will receive their awards two to three weeks *after* publication of the issue in which their entries are presented.

RULES:

1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

MAIL TO: *PMS* Case History Contest,
Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
Peoria, IL 61614

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE ( ) .....

PMS ART FROM ....
(MONTH) (YEAR) (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE ( ) .....

PMS ART FROM ....
(MONTH) (YEAR) (PAGE NO.)

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